IN THIS ISSUE: Census of Radio Homes by Counties

BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
MAY 15, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

DENVER'S PET SALES

Prove

DENVER'S PET STATION

THE JOHN CRERAR LIBRARY
MAY [illegible] 1938

PET MILK SALES CORPORATION
GENERAL OFFICES ARCADE BUILDING
SAINT LOUIS MISSOURI

April 12, 1938

KLZ Broadcasting Company, Inc.
Denver, Colorado

Gentlemen:

It is getting to be a real pleasure to come back to St. Louis after trips these days because, among other things, every time I return I find a very interesting file of new and effective publicity items which you are using.

● The continued use of features on the KLZ program schedule, the new movie trailer, and the arrangements you have made with the Boulder Journal represent the kind of activity that not only makes KLZ the most popular station in the Denver territory, but is being reflected in the sales of the products advertised over it.

● I am sure you will be interested to know that our business has shown a steady increase in Denver since we have been using KLZ, and this year is showing a very substantial increase over last year. I have said that I am sure you will be interested in this because I know your cooperation has contributed a very definite part to it.

Yours very truly,
PET MILK SALES CORPORATION
Advertising Manager.

You well deserve the recognition of the value of your station and your services, and there is every reason why you should have the privilege to tell others about them, if you so desire.

In Denver It's KLZ

CBS Network — 560 kc.

National Representative—The Katz Agency, Inc.

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

What's missing here?

Seven letters in **RESULTS**

Seven letters in **SUCCESS**

Seven letters in **CHICAGO**

Seven letters in **STATION**

just 3 letters

WLS

THE PRAIRIE FARMER STATION

What's missing? Just three letters, WLS, of course!

Those three letters may very easily protect your advertising against another seven-letter word—*FAILURE!* WLS clients *know* that Chicago listens and *responds* to their programs on the Prairie Farmer station. Ask one!

WLS gets results!

BURRIDGE D. BUTLER, PRES.
GLENN SNYDER, MGR.

NATIONAL REPRESENTATIVES: INTERNATIONAL RADIO SALES
CHICAGO, NEW YORK, DETROIT, LOS ANGELES, SAN FRANCISCO

Whittle Down Your Selling Costs in New England.....

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell, Lawrence
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

FIFTEEN local trading areas, situated between the southern boundary of Connecticut and the northern region of Maine, comprise the large trading territory known as the New England market.

To reach all these points through any media usually involves heavy expense. But the cost may be whittled down to the minimum through the widely-spread fifteen-station coverage of The Colonial Network. Popular features originating at Station WAAB assure comprehensive Greater Boston coverage and command a large daily audience throughout the other fourteen important buying centers.

No other combination of stations can give you direct access to so many densely populated New England retail areas at such low cost.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

A Landslide for

Quaker Network!

Five Candidates For Governor And Three For U. S. Senator Select Quaker Network To Reach Pennsylvania Voters!

Eight candidates, who know Pennsylvania and the preferences of its people, electioneered independently for U. S. Senator and Governor, using the Quaker Network as the KEY to the Keystone State. Ninety political broadcasts in all attest to the acceptance and effectiveness of this statewide network.

And right they were—because 55 of Pennsylvania's 67 counties are in the Primary Service Area of the Quaker Network. In this area, the per capita annual spendable income is $561. Within easy reach of the Quaker Network stations live 9,082,674 people who own 1,838,500 radios—a loyal listening audience of approximately 7,170,150.

With affiliated stations in nineteen of Pennsylvania's Primary and Secondary Markets★, the Quaker Network is your best and most economical buy—whether you sell votes, vanilla, varnish or vaseline. Write for rates and time available.

★

Allentown
Altoona
Cumberland, Md.
Easton
Erie
Greensburg
Harrisburg
Hazleton
Johnstown
Lancaster
Philadelphia
Pittsburgh
Reading
Scranton
Sunbury
Uniontown
Wilkes-Barre
Williamsport
York

The Quaker Network

Widener Bldg. *Philadelphia*

Thank You, MR. BELLOWS!

From an address by Henry A. Bellows, former Federal Radio Commissioner, former vice-president of Columbia Broadcasting System, now public relations director of General Mills, Inc., during tenth anniversary of Station KSTP.

IN congratulating KSTP on its tenth anniversary, I am really congratulating the people of the Twin Cities and the Northwest on ten years of splendid broadcasting service. From the day (April 2, 1928) when President Coolidge pressed the key inaugurating KSTP, there has not been a day or night when the lives of the people of this great region have not been made pleasanter and more interesting and richer by the programs which KSTP has brought them.

Now, the safeguard of democracy is competition. Without competition in business we would have monopoly, just as without competition in politics, we would be on the road toward dictatorship. . . . Under our competitive democratic system, stations, networks, and advertisers are constantly on their toes to win more listeners by better service. I say this, because I was long associated with one of KSTP's competitors here in Minnesota, and I want to record my sincere belief that the superb development of KSTP under the management of Stanley Hubbard, backed for many years by the courage and loyalty and sound judgment of the late Lytton Shields, has been an absolute necessity for the public acceptance of radio here in the Northwest.

A great broadcasting station has two distinct functions. It must bring to the public the best possible service from every part of the nation and the world, and at the same time it must be the voice of its own community. KSTP stands out prominently among the country's leading stations on both counts. In bringing the programs of the National Broadcasting Company to the people of the Northwest, KSTP has made fine use of the richest single source of radio program material in existence. Beyond this, KSTP has earned national recognition as a leader in the development of broadcasting as a service to the community. Above all, in the field of education.

* * *

TEN years ago, it still required courage and faith to build a costly broadcasting station. The future of broadcasting was still obscure. Mr. Shields, Mr. Hubbard, and their associates had that faith. They believed in radio. They believed in the Twin Cities, in Minnesota, and in the Northwest.

Ten years of continued and increasing success have fully justified their courage. In expressing to KSTP on behalf of General Mills the sincere wish that the future of the station may be even more successful than the decade which has just been completed, I must admit a certain amount of selfishness. Before long, our company will have programs coming over KSTP for an hour each day, five days a week, so you can see that we are expressing our enthusiasm for service rendered by KSTP in something more tangible than mere words.

We welcome this opportunity to associate ourselves with a great enterprise, one of which Minnesota may be justly proud. The continued success of KSTP is essential to the true democracy of American radio broadcasting.

KSTP
Northwest's Leading Radio Station
Saint Paul • Minneapolis

we're not surprised, Major Bowes!

SCRANTON TRIBUNE, FRIDAY, MARCH 4, 1938

'A Truly Great City' Saluted by Bowes

Through 90 radio stations to an estimated 20 million people, Major Edward Bowes last night sent a salute of Scranton as a "truly great city—Anthracite Capital of the World"—and home of many other industries in addition to mining.

Scranton was the honor city on his famous weekly amateur hour and two of the numbers featured Scranton amateurs making their bid for the fame that crowned the wheel of fortune. The amateurs [illegible] Biagioni, a Central [illegible] clerk, [illegible]

r Bowes . . . "our heartfelt tations and admiration"

Avenue, and Francis Brier, 531 Beech Street. Joseph Brier, 1411 Monsey Avenue.

The Neighborhood Quartet were the favorites in the Scranton voting, according to a tabulation completed shortly before 1 o'clock this morning, under the direction of Bud Gray, personal representative of Major Bowes.

The quartet received 22,954 votes here, while Biagioni received 19,375.

A total of 49,749 votes were recorded by 80 specially hired telephone operators, who worked at top speed for 90 minutes at the Bell Telephone office, where a voting room was set up.

The enthusiasm, however, exceeded the equipment and John O. Beam, district manager, and Harold Yemm, Scranton manager of the telephone company, said their meters showed that 15,000 calls were completed and 89,000 calls were attempted.

"The number of votes exceeded our expectations," said Mr. Gray. "It was double the average city of the size of Scranton. It shows the great enthusiasm and local loyalty here. It was simply terrific."

GIVES WORD PICTURE

Major Bowes packed a word picture of the beautiful Lackawanna Valley, Scranton's growth from Slocum Hollow to anthracite capital of the world and its industries and cultural advantages into 250 words as the program began.

With Mayor Fred J. Huester present in the studio, Major Bowes, in his salute, said:

"Through the highlands of Pennsylvania rides our Chrysler motorcade. We pause in the beautiful

RUTHRAUFF & RYAN *Inc.* ADVERTISING
405 LEXINGTON AVENUE..NEW YORK
March 4th, 1938

Mr. Frank Megargee, Pres.,
Radio Station WGBI,
Scranton, Penna.

Dear Mr. Megargee:

Before leaving Scranton I want to take this opportunity to tell you how much I appreciate the cooperation that WGBI afforded the Major Bowes program on the occasion of honoring Scranton last night. While media of publicity, other than radio, were not as prominent as used in other cities, the results were outstanding and according to the final tabulation there were more than 48,000 votes cast from the Scranton area and while there were only 15,000 completed telephone calls, the Telephone Company reports that there were more than 89,000 attempted calls and it was unfortunate that more facilities were not made available to take care of this unexpected number of calls.

Incidentally, it might be of interest to you to know that according to our experience in other cities of comparable population, we thought we would have sufficient facilities but the results show definitely that WGBI produced results far in excess of our expectations and proves that WGBI has an exceptionally loyal following.

I wish to thank you and your organization for your wonderful cooperation in promoting the program and establishing this extraordinary record.

With best regards, I am

Very truly yours,

V. B. Gray

V. B. Gray
Personal Representative for
MAJOR EDWARD BOWES

VBG:KM

Major Bowes mentioned Scranton the week following the original broadcast--which is unusual if not unprecedented. He said:-

"I must compliment and thank Scranton for their response to our program on their honor night. According to telephone company's official figures there were ninety-two thousand nine hundred and three actual telephone calls. And my compliments to one operator who handled three hundred and forty-four calls in the hour and a half that the board was open and averaged one call every fifteen seconds. Are we proud and happy!"

92,903 Actual Telephone Calls to One WGBI Broadcast!

ALL of which proves that—"If you lived in Northeastern Pennsylvania, you, too, would listen to WGBI . . . because it is the ONLY station which delivers a satisfactory signal throughout this rich area (175,000 radio homes).

WGBI, Scranton is in Pennsylvania's third largest city and centrally located in the 17th largest metropolitan area in the United States. This metropolitan area includes Wilkes-Barre and 37 other important towns in Luzerne county as well as 32 important towns in Lackawanna, Susquehanna and Wyoming counties. And this is only part of WGBI's primary coverage.

If the acceptance of your product or service is to grow in Northeastern Pennsylvania, WGBI, and WGBI exclusively can do the job quickly, effectively and economically. Make WGBI a MUST on your list.

CBS

WGBI

Scranton, Pennsylvania

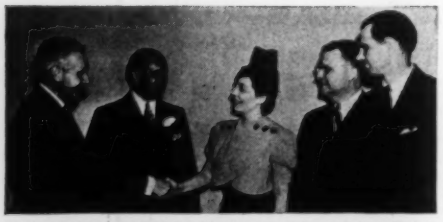
1000 WATTS L.S. ★ 500 WATTS NIGHT ★ 880 KC

SCRANTON BROADCASTERS, INC • FRANK MEGARGEE, *President*

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO.

XUM

daily broadcast of leading Kansas City department store



Arthur B. Church, KMBC President, congratulates Joanne Taylor

John Taylor executives celebrate start of sixth year on KMBC

begins 6th year on KMBC

Lasting achievement in the use of radio for department store selling is rare. But in Kansas City, Joanne Taylor's Fashion Flashes, at the start of its sixth year on May 2, continues to establish new records—selling more merchandise, making more friends, building new customers for its sponsor, John Taylor Dry Goods Company. Thus, Joanne Taylor marks a milestone in American retail selling, and John Taylor's takes its place as one of radio's pioneer merchandisers. KMBC is glad to give wings daily to the voice of Joanne Taylor throughout the length and breadth of the rich KMBC market.

KMBC OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, National Representatives

THE NATIONAL BROADCASTING COMPANY

announces the opening

of the New Studios

of

WESTINGHOUSE STATION

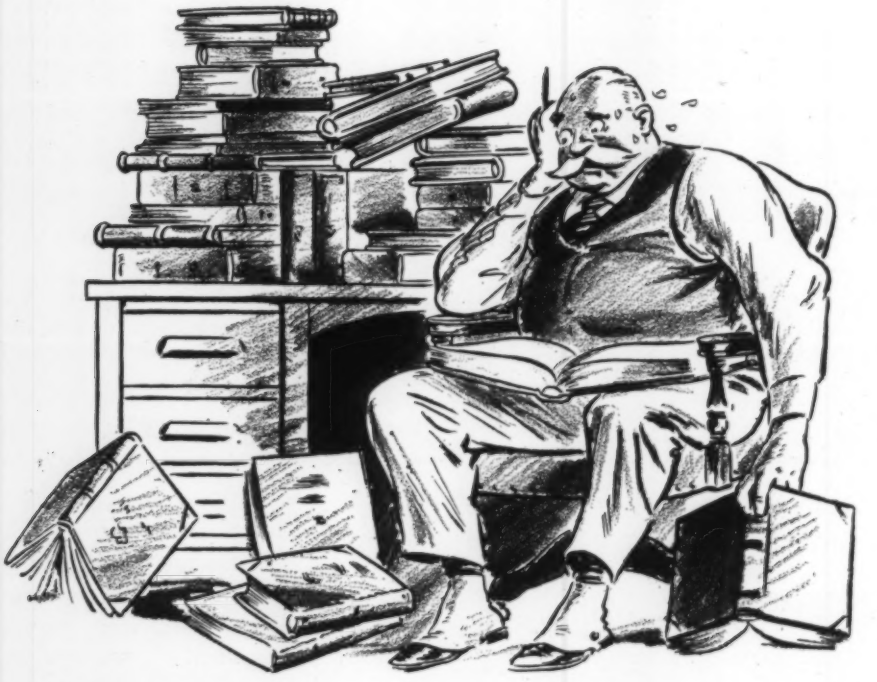
KYW

10,000 Watts—1020 Kilocycles

May 21st

In the New NBC Building

1619 Walnut Street, Philadelphia, Pa.



"Maybe I should have called FREE & PETERS!"

WHEN you're faced with any kind of problem in radio research, *by all means call Free & Peters!*

Not only because we have almost every conceivable bit of printed data you might want—but ALSO because we have a lot of *unprinted* information that is often more helpful than the library dope itself:

What kind of "stuff" the announcers put into their commercials, for example. Or the results that various stations have gotten for various clients. Or what the coverage map *really means* at 8 A. M. in Pascaloosa.

Give us a chance to help you. That's the *only* favor we crave. Call any of our six offices, listed below.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 10 WASHINGTON, D. C., MAY 15, 1938 $3.00 A YEAR—15c A COPY

NAB Board Soon to Act on Presidency

By SOL TAISHOFF

Former Louisville Mayor Among Those Being Scrutinized; Executive Committee to Hold Meeting May 17

CULMINATING several months of intensive search, the NAB board of directors is about to take action on selection of a president of the trade association, to take over the industry leadership.

An entirely new name—Neville Miller, former Mayor of Louisville, lawyer and educator—has been injected into the picture, and he today is regarded as the strongest possibility, though other names also are being considered. The NAB executive committee has been called to meet in Washington May 17 by President Mark Ethridge.

Known nationally as the "Fighting Mayor" for his courageous and skillful direction of emergency relief activities during the devastating Ohio River floods of February of last year, Mr. Miller already has been contacted, but no final decision has been reached.

Since the first of the year Mr. Miller has been assistant to President Harold W. Dodds of Princeton, his alma mater. He retired as Louisville's Mayor last Nov. 16 after having served with conspicuous success since 1933. He won acclaim and recognition as a capable organizer and administrator, and is well known and favorably regarded in high Administration circles.

CONSIDERED BY NAB

NEVILLE MILLER

Proposed by Ethridge

Mr. Miller, if plans are carried to fruition, would succeed Mr. Ethridge as the executive head of the reorganized NAB, thus fulfilling the mandate of the last NAB convention that an "outstanding figure" be retained. Mr. Ethridge has served as president since March 30, when he was drafted for the post by the board of directors. He has served without pay, and with the understanding that his successor would be selected as quickly as possible to enable him to devote full time to his post as vice-president and general manager of the *Louisville Courier-Journal* and *Times* and associated properties, including WHAS.

Members of the executive committee are Mr. Ethridge, chairman; Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; Frank M. Russell, WRC, Washington; Herb Hollister, KANS, Wichita, and John Elmer, WCBM, Baltimore.

The 44-year-old Mr. Miller, it is understood, has been contacted directly in connection with the post by Mr. Ethridge, who advanced his name at the last meeting of the NAB board April 30. Possibility of his selection was discussed at this meeting which, among other actions, made three appointments to the permanent headquarters staff.

The board then merely announced that the search for a permanent head was progressing, stating that action would be taken at the "earliest possible date". The board, through its executive committee, had been canvassing a broad field, including many outstanding figures in public life. The Miller appointment was tentatively agreed upon as highly desirable.

A strong spontaneous demand not only within the board, but throughout the industry had developed for retention of Mr. Ethridge as president on a salaried basis. He steadfastly declined to consider such a step because of his personal business commitments. Mr. Ethridge is understood to have an agreement to remain with the Louisville newspaper organization for at least five years. He has been with it since April, 1936. He accepted the NAB presidency temporarily with the understanding that his successor would be named quickly.

Has Wide Acquaintanceship

Though he had lived in Louisville continuously since 1920, when he returned from law school, Mr. Miller is well-known in official Washington. A Democrat, he visited Washington frequently during his tenure as Mayor, particularly on public utility matters, a field in which he is regarded as an expert, and later in connection with relief and rehabilitation activities following the 1937 flood.

According to close friends, Mr. Miller is personnally acquainted with President Roosevelt, and with others high in Washington's officialdom. He was described to BROADCASTING as being "very able" and extremely well liked. One of his close friends, it is understood, is Justin Miller, former assistant Attorney General and now a member of the U. S. Court of Appeals for the District of Columbia, who was dean of the law school of Duke University during the time the prospective NAB president was dean of the law school of the University of Louisville.

Following the board meeting April 30, Mr. Ethridge was to contact Mr. Miller further. Sudden illness of Mr. Ethridge's youngest daughter forced his departure by plane in the early afternoon of the board's meeting and before all of the board business could be covered. The matter was left so no final action would be taken until the board had further opportunity to consider it, though Mr. Ethridge was given full authority to carry on the conversations.

Aside from this discussion, the board handled a sizeable volume of business. Named to the headquarters staff were Ed Kirby, promotion manager of the National Life & Accident Insurance Co., which operates WSM, Nashville; Paul F. Peter, secretary of the Joint Committee on Radio Research, and Joseph L. Miller, Washington newspaperman specializing in labor news for the Associated Press. While specific titles were not designated, it is obvious that Mr. Kirby will handle the broad field of public relations and education. Mr. Miller, while nominally assigned to general publicity, will specialize in labor activities and research. Mr. Peter will be research director. [See individual sketches on page 12.]

There remains to be filled the permanent headquarters post of secretary-treasurer, or administrative officer, now being filled temporarily by Edwin M. Spence, former general manager of WBAL, Baltimore. Mr. Spence is serving on an interim basis along with Mr. Ethridge and Philip G. Loucks, special counsel. An engineer and an attorney also will be named to the headquarters staff.

Copyright Bureau Enigma

At the April 30 session a bitter controversy developed over continuance of the NAB Bureau of Copyrights, separately incorporated organization created to build a public domain transcription library. A report on the status of the library, which has recorded some 20 hours of public domain music, was delivered by John J. Gillin Jr., WOW, Omaha, chairman of a special committee designated to undertake the survey. His committee recommended that additional funds, probably totaling some $2,300, be advanced by the NAB to meet its commitments. This was vigorously opposed by several board members, but it was finally agreed to keep the bureau a going concern until the next board meeting, when steps may be taken to set it up as a unit totally independent of NAB finances.

NAB announced that membership had reached an all-time peak of 434 stations under the reorganization, with some 350 stations already qualified under the new schedule of dues. Sufficient finances

are already underwritten, it was felt, to pursue the plan for retention of a paid president and other headquarters personnel.

A campaign for longer licenses for stations and for clarification of procedure on informal complaints also was authorized by the board. Developments are reported on in this issue as part of the story on the June 6 hearings [Page 15].

New stations admitted to NAB membership at the meeting included KEX, Portland, Ore.; WPAX, Thomasville, Ga.; WSAZ, Huntington, W. Va.; KLS, Oakland, Cal.; WSGN, Birmingham; KYSM, Mankato, Minn.; WJBY, Gadsden, Ala.; WGPC, Albany, Ga.; WMEX, Boston; WMSD, Sheffield, Ala.; WKAT, Miami Beach, Fla.; KLRA, Little Rock, Ark.; KATE, Albert Lea, Minn.; KIUN, Pecos, Tex.

WCAU Request Tabled

An application from WCAU, Philadelphia, was tabled. There was considerable discussion among board members about the WCAU application, particularly in connection with a situation that had developed concerning Isaac D. Levy, co-owner, who two years ago walked out of the NAB because he was out of sympathy with its policies. A vote may be taken on it at the next board meeting.

The board heard reports from Samuel R. Rosenbaum, president of WFIL, Philadelphia, chairman of the labor committee; Harry C. Wilder, president of WSYR, Syracuse, chairman of the accounting committee; John A. Kennedy, WCHS, Charleston, W. Va., chairman of the legislative commitee; Lew Avery, WGR-WKBW, Buffalo, retiring chairman of the sales managers committee, and Mr. Gillin as chairman of the committee on associate memberships.

Paul A. Porter, attorney for CBS in Washington, was designated by Mr. Ethridge to act as NAB observer in connection with activities having to do with international broadcasting. George W. Norton Jr., president of WAVE, Louisville, was appointed to serve on the committee of newspaper editors and the American Bar Association studying the question of reporting and broadcasting court trials.

Concerning Neville Miller

Mr. Miller's selection as president of the NAB, it is believed, would meet practically every prerequisite advanced in the stormy discussions over the calibre of individual who should head the trade association and as such assume the role of industry spokesman. Despite his lack of radio background, Mr. Miller's wide experience as the chief executive of an important metropolitan community, his experience as a lawyer and as a teacher, and the leadership and fortitude he displayed during the calamity that befell Louisvile last year, all point to capacity, resourcefulness and ability essential for the task.

On the occasion of his appointment late last year as assistant to the president of Princeton, President Dodds stated:

"Mr. Miller's career as an undergraduate at Princeton, law student at Harvard, practicing attorney, law school dean and finally as an effective mayor who skillfully led his city through the disaster of a devastating flood has given him a broad experience and sympathies which make for success in an academy community. In connection with plans under way and in contemplation for the development of the university, I have for several years desired the assistance of such a man. I am confident that the right man has been found. That he has turned his back on attractive and more remunerative occupations in the outside world is a tribute to Mr. Miller and Princeton."

Born in Louisville on Feb. 17, 1894, Neville Miller is the son of the late Judge Shackleford Miller and Mary Floyd Miller. Obtaining his grade schooling in the Louisville public schools, he was graduated in 1912 from the Louisville Male High School. He entered Princeton that year and was graduated in 1916 with an A. B. degree. Then he went to Harvard Law School, procuring his Bachelor of Laws degree. He returned to Louisville in 1920 to begin law practice with his father and his brother, Shackleford Miller, Jr.

Interested in education, he taught at the Jefferson School of Law from 1920 to 1925. He also lectured in the American Institute of Banking from 1924 to 1930 and was professor in Louisville University's School of Law from 1920 to 1930. He ceased active practice in 1930 to become dean of the university's law school. During his tenure standards of teaching were raised so that within two years the American Bar Association approved and elected it to membership in the As-

(*Continued on page 69*)

TRIO OF APPOINTEES TO KEY POSTS IN NAB

Joseph L. Miller

A VETERAN newspaperman despite his youth, 30-year-old Joseph L. Miller joins the NAB May 15 as its publicity director but with particular emphasis on labor relations. He comes to the trade association highly recommended for the post by labor leaders in all groups. It is understood that Edward McGrady, former Assistant Secretary of Labor, now vice-president of RCA in charge of labor relations, a close personal friend, first recommended him.

Mr. Miller

For the last six years Mr. Miller has been a member of the Associated Press staff in Washington. He started with the AP as correspondent in Harrisburg, Pa., later being transferred to the Washington Bureau.

Since the advent of NRA in 1933, Mr. Miller has specialized in labor news. He has covered all important labor developments out of town as the AP specialist in this field, having followed the AFL to Cincinnati, Tampa, Atlantic City and Denver for its conventions and the CIO to Pittsburgh for its 1936 meeting.

Mr. Miller is credited with many "scoops" and exclusive stories in his reportorial pursuits having to do with labor. He predicted the John L. Lewis-CIO formation nearly a year before it happened.

A native of Uniontown, Pa., where he was born 30 years ago, Mr. Miller attended public school there and went to Haverford College, where he received his degree in 1930. The following year he covered the Pennsylvania State Legislature for the AP in Harrisburg. He is married and has a year-and-a-half-old son. His wife is the former Elinor Lord of Boston, who was formerly on the professional stage.

Paul F. Peter

PAUL F. PETER, former chief statistician of NBC and secretary of the Joint Committee on Radio Research, comes to the NAB as research director after a wide experience in economics and research. A native of Washington, D. C., where he was born 34 years ago, he was educated in the Washington public schools and at George Washington and Syracuse Universities, receiving his degree of Bachelor of Science in Business from the latter in 1928. He was commissioned a Second Lieutenant in the Infantry Reserve Corps that year.

Mr. Peter

While attending school during the war, Mr. Peter was a civilian employe in the Army Signal Corps office for two years during the war. He worked during summer vacations in various posts in Washington. Upon his graduation, he joined General Motors Acceptance Corp. as a field representative, handling special assignments on office management and statistics.

He resigned in 1929 to join NBC, where he was employed until 1935 as chief statistician. He transferred from NBC to its parent company RCA in 1935, resigning the following year to become executive secretary of the Joint Committee on Radio Research, comprising five representatives each from the Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters. The organization was created to investigate the method for obtaining basic information on radio as an advertising medium. The ultimate purpose of the Committee is to determine the feasibility of creating an audit bureau for radio advertising.

In his new post, Mr. Peter will have direct supervision over research and statistical information for the industry. It is likely the NAB Business Index, a monthly compendium of broadcasting business statistics, will be reinstated under Mr. Peter's direction. It was dropped about a year ago by the old NAB organization.

Edward M. Kirby

THE NEW NAB public relations director, Edward Montague Kirby, is in his early 30's, having been born in Harper's Ferry, W. Va., June 6, 1906. He joins the NAB from the National Life & Accident Insurance Co. of Nashville, where he was sales promotion manager both for the insurance company and for its 50,000-watt station WSM.

Mr. Kirby

Mr. Kirby has been active at WSM in radio programming as well as sales promotion. He has produced a half-dozen station programs a week, has supervised other programs for National Life & Accident placed on the West Coast and has provided canvassing literature and sales talks for 3,000 salesmen of the company. He has been with the insurance company and WSM since 1933, having been selected for his post by Edwin W. Craig, vice-president of the company and directing head of its station, who is also an NAB director, the head of the so-called Clear Channel Group of stations and a leading proponent of the NAB reorganization plan.

Mr. Kirby has been responsible for a series of educational and public service programs over WSM. He has addressed meetings of educational and business groups identified both with radio and insurance on frequent occasions and is well known in the industry. He is also the founder and editor of *Rural Radio* which started three months ago for the purpose of supplying rural listeners with radio programming and personality information.

Mr. Kirby started out as a reporter on the *Baltimore Sun*. He left to become assistant statistician for MacCrone & Co., Detroit bankers, having as his particular job the study of distribution and marketing. Following work as head statistician for the Commerce Union Bank of Nashville in 1929, he became account executive for C. P. Clark Inc., Nashville agency, in charge of the Friendly Five Shoes, putting transcriptions on 120 stations for two seasons and using NBC and CBS. He also supervised Philco Radio sales in the South when that organization had sectional advertising agencies handled Se-Ling hosiery and the Cincinnati-Dallas division of what now is American Airlines. At the same time, he edited three house organs.

Mr. Kirby received his AB degree and a commission as second lieutenant in the Field Artillery from the Virginia Military Institute in 1926, where he was editor of the college newspaper, founder of the *VMI Sniper*, college comic magazine, and cheerleader. He went to prep school at New York Military Academy, Cornwall, N. Y. He is the son of a former West Virginia coal operator. Mrs. Kirby is the former Marjorie Arnold, daughter of the dean of Vanderbilt Law School.

Barriers Rise to Congress Radio Probe

Senator Byrnes Opposed to White Inquiry Proposal; McFarlane Delivers Charges at House Hearing

By WALTER BROWN

PROPOSALS for a Congressional investigation of the broadcast industry and the FCC have gained impetus on Capitol Hill, but it is still extremely doubtful if either the Senate or the House will order a probe during the remaining weeks of the 75th Congress.

The Senate Audit & Control Committee on May 10 reported the White Resolution without recommendation, and the House Rules Committee, May 12, began open hearings on five resolutions for a general radio investigation by a select House committee, with emphasis on monopoly.

Immediately after reporting the White Resolution, Chairman Byrnes (D-S.C.) announced his opposition to the proposed Senatorial investigation and said if an attempt was made to call it up, he would air his views.

"I regard the resolution as a political move, and I will fight it to death," Mr. Byrnes said. He pointed out that the FCC, under the direction of Chairman McNinch was investigating most of the important subjects covered by the White Resoluton with a view to making recommendations to Congress.

Because of the close relationship between Mr. Byrnes and the President, the attitude of the Senator was regarded as more or less representing the views of the Administration. This points to opposition by the majority leadership in the Senate.

$25,000 Fund Sought

The White Resolution was one of seven proposals for Senatorial investigations reported to the Senate by its Audit & Control Committee without recommendation. It carries an appropriation of $25,000 and would authorize a subcommittee of the Senate Interstate Commerce to investigate every phase of radio.

Senator White (R-Me.) author of the resolution and recognized as the leading authority in Congress on radio matters, frankly told BROADCASTING he saw no hope for his resolution unless he could secure the active support of Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee.

"I plan to confer with Senator Wheeler within a few days, after which I will make a statement as to the course I will follow in connection with the resolution," Mr. White said after the Audit & Control Committee had acted.

Wheeler Favors Probe

Upon his return from the West, Senator Wheeler said he favored passage of the White Resolution and would so vote in the Senate.

"There has been a lot of quarreling down there at the Commission, and I think a study should be made by a Senate committee," he asserted.

Mr. Wheeler said he had no special interest in the resolution and "if it passes, I will appoint a subcommittee to conduct the investigation." The Senator did not indicate whom he would appoint other than to say he would not be a member. It was a foregone conclusion, however, that White would be one of those chosen.

McFarlane's Charges

At the opening hearing by the House Rules Committee, Rep. McFarlane (D.-Tex.) was the only witness. He attacked what he termed the monopolistic influences in the communications industry and created a mild sensation by charging that two former United States Senators, who were unnamed, were employed by RCA to put through the Federal Court at Wilmington in November, 1932, a consent decree on patent rights. The Texan charged this was the beginning of "debauchery and monopoly" in the communications field.

In opening the hearing, Chairman O'Connor (D-N.Y.) said the committee was not considering any particular resolution. He stated the Committee might decide to bring out an entirely new resolution embodying certain features from the five it has before it.

"It is the subject itself we are considering," Rep. O'Connor declared.

Rep. McFarlane told the Committee he was not interested in personnel or the FCC as such. "My interest is in monopoly in the communications industry, which I consider a menace to our free institutions," he said.

"I am quite sure there does exist a monopoly in radio," Mr. O'Connor interjected.

Rep. McFarlane said the action of the Rules Committee in announcing a hearing on the radio investigation resolutions had spurred the Senate Audit & Control Committee to report out the White Resolution after having bottled it up for nearly a year. He urged the Rules Committee to approve an investigation and not step aside in favor of the Senate proposal.

Rep. O'Connor asked if radio stations capitalize their licenses from the FCC. Rep. McFarlane said he did not know.

Mr. McFarlane declined to name the Senators against whom he threatened to institute impeachment proceedings for accepting employment in the patent case.

Hearing Recessed

Chairman O'Connor recessed the hearing until the week of May 16. Waiting in the committee room to be heard were Rep. Connery (D-Mass.) and Rep. Wigglesworth (R-N. Y.), both proponents of an inquiry. Rep. Boileau (P-Wis) was present as a "spectator." Thirteen of the 14 members of the committee were on hand to hear McFarlane, showing that the proposals for a radio investigation will receive serious attention.

Should the Rules Committee approve a resolution and the House pass it, money for a probe will have to clear the House Accounts Committee. The chairman of this committee is Rep. Warren (D-N.C.), an Administration stalwart who has indicated strong opposition to an FCC investigation.

With Byrnes and Warren opposing a communications probe, it will take more sentiment than has yet developed to pass any of the resolutions. There is no question, however, that support for an investigation of the FCC has grown within recent weeks, especially since two members of the Commission—Payne and Craven—voted for a motion asking a Congressional investigation.

Senator Byrnes demonstrated his opposition to the White Resolution during the hearings by his committee when Senator White was heard. He then took the position that the Interstate Commerce Committee already has the authority to conduct the investigation the Maine Senator proposes without action by the Senate.

Senator Townsend (R-Del.) presented Senator White to the Audit & Control Committee as "one whom we all know and regard as having probably a deeper and wider knowledge than anyone on the subject of radio." Senator Townsend said he was particularly interested in the "uncertain attitude" of the Commission regarding newspaper ownership of stations.

A Search for Light

In appearing before the Senate Audit & Control Committee, Senator White summarized some of the points in his resolution—relating primarily to network control of outlets and clear channels, proposed superpower, advertising by radio and terms of licenses—and asserted:

"I am not interested in an investigation in the sense we ordinarily use that term, but I say there is a situation which demands so much of an investigation as will make available the facts which throw light on your problems, and then it becomes a matter of study to determine as to what is sound public policy.

"Unless we provide for a study, disinterested and honest, an open-minded study on all of these questions, I think we will find they are really acute questions. They are acute now, and becoming more acute, and they will reach the stature, sooner or later, of national scandal and harm."

It was Senator White's contention before the Committee that the problems of radio and communications are responsibilities that rest on Congress and "should not be put on an administrative or quasi-judicial body." He did not attempt to answer any of the problems he posed with respect to the networks, superpower and license terms, reiterating his conviction that they needed study and a policy determination by Congress.

He said the FCC has had authority to deal with these problems since 1927, but because of "inaction" the situation has become "acute" and it was time for Congress to make an investigation on which to base legislation.

Hearings Started on Senate Proposal For Governmental Shortwave Station

WASHINGTON became the scene of concerted activity in connection with international broadcasting during the last fortnight, as formal release was awaited by President Roosevelt of the report of his Interdepartmental Committee on Radio Broadcasting appointed several months ago.

Hearings were begun May 12 before a Senate subcommittee on the Chavez-McAdoo Bill for a Government-owned station at San Diego to promote "good-will" among Pan American nations. Hearings on a somewhat similar measure introduced by Rep. Celler (D-N.Y.) for a station in Washington are tentatively scheduled for May 16 before a House subcommittee. Two other measures, one for a station in St. Petersburg, Fla., by Rep. Green (D-Fla.) and the other for one in Texas or in the Canal Zone by Rep. Maverick, (D-Tex.) also are pending.

There is little likelihood of legislation at this session. Nevertheless industry groups are prepared to combat the proposals openly in committee. Scheduled to appear for the NAB at both the Celler and Bone hearings is Mark Ethridge, president. CBS tentatively has arranged for the appearance of Frederic A. Willis, assistant to the president, and E. K. Cohan, technical director. NBC probably will be represented by Frank E. Mason, vice-president, and Dr. C. B. Jolliffe, former FCC chief engineer and now chief of the RCA central frequency bureau.

Merely Conclusions

Chairman Frank R. McNinch of the FCC has indicated his Interdepartmental Committee's report on international broadcasting will be submitted shortly to President Roosevelt. He has declared the report will contain no recommendations as such, but simply "conclusions" on the matter of the most effective means of combating propaganda broadcasts to the Latin-American nations via shortwave radio, primarily from Germany, Italy and Great Britain. It is generally thought the report will swing in favor of Government-owned stations rather than privately-owned

(*Continued on page 68*)

Regionals Form Organization With Shepard Named President

Permanent Setup Adopted at Meeting in Chicago; Advocate 5,000 Watts Both Night and Day

ELECTING John Shepard 3rd, president of the Yankee Network, as its first president, the National Association of Regional Broadcast Stations established itself as a permanent organization at a meeting in Chicago May 10.

With 54 station owners and executives representing 72 regional units in attendance, the special convention decided to organize permanently on behalf of stations in the regional group, particularly in connection with possible encroachments upon them. The organization was formed on a temporary basis some two years ago for the so-called engineering allocation hearings before the FCC held in October, 1936. With the impending June 6 allocation hearings, it was decided to organize on a permanent basis. Mr. Shepard has been the prime mover from the outset.

Membership, under the by-laws, is open to all stations save dominant clear channel outlets and local stations, or those having maximum power of 250 watts.

In addition to Mr. Shepard's election as president, seven directors were named. For a three-year term Mr. Shepard and Edgar L. Bill, president of WMBD, Peoria, were chosen. Selected for two-year terms were Lewis Allen Weiss, general manager of KHJ and the Don Lee Network, and Edward Twamley, commercial manager of WBEN, Buffalo. Elected to one-year terms were Ed Craney, KGIR, Butte; Campbell Arnoux, WTAR, Norfolk, and Hoyt B. Wooten, WREC, Memphis.

Super-Power Opposed

Paul D. P. Spearman, Washington attorney and former FCC general counsel, was selected as attorney for the group. Dr. Greenleaf Whittier Pickard, of Boston, was named consulting engineer. Both appeared for NARBS at the technical hearings.

Named as secretary-treasurer of NARBS, by President Shepard was Mrs. Wanda Johnston, secretary to the Director of the U. S. Codification Board. She previously was secretary to Judge Frank Roberson, former FCC assistant general counsel, now Mr. Spearman's partner. She has set up headquarters in Suite 900, National Press Bldg., Washington, adjoining the Spearman offices.

The meeting reaffirmed its previous position in opposition to power in excess of 50,000 watts. It also went on record in favor of 5,000 watts day and night for regional stations, as provided in the new rules and regulations under the Havana Treaty. It registered unqualified endorsement of clear channel duplications. Messrs. Spearman and Pickard were instructed to be fully prepared to present the case for regional stations at the June 6 hearings.

In setting up its organization, the regional station executives agreed that in the future directors will be elected for three-year terms. The president will be selected by the directors from one of their own number. He will be elected annually at an NARBS convention, which will be held immediately following the regular NAB convention.

It was emphasized at the sessions that establishment of NARBS on a permanent basis is "no reflection" on the NAB. The trade association, it was said, represents all stations and as such cannot take an industry-wide position in matters where there is conflict such as between clear channel and regional stations. The by-laws of the new association state in part that it is "understood that all problems of a general nature which affect the broadcasting industry as a whole should be handled by the NAB."

Philip G. Loucks, NAB special counsel, attended the morning session of the group. President Shepard stated afterward that it cannot be emphasized too strongly that both NAB and the regional group under present conditions "are absolutely essential". A meeting of the NARBS membership will be held in Washington just prior to the general hearing before the FCC on June 6.

Attending the convention were:
John Shepard, III, WAAB-WNAC-WICC-WEAN, Boston, Bridgeport, Providence.
E. C. Nash, Ben Ludy, WIBW, Topeka.
W. E. Hutchinson, WAAF, Chicago.
Edgar L. Bill, WMBD, Peoria.
Jessie Jacobsen, KFBB, Great Falls, Mont.
E. K. Cargill, WMAZ, Macon, Ga.
Campbell Arnoux, WTAR, Norfolk, Va.
Don Davis, WHB, Kansas City.
W. J. Damm, WTMJ, Milwaukee.

Heads Regionals

JOHN SHEPARD 3RD

Roy E. Blossom, WFBM, Indianapolis
G. B. McDermott, KFH, Wichita
H. Dean Fitzer, WDAF, Kansas City.
John Sherman, WTCN, Minneapolis
R. E. Bausman, WIRE, Indianapolis
Dr. Geo. Young, WDGY, Minneapolis.
J. L. Reinsch, WHIO, Dayton.
T. C. Cameron, John C. McCoy, D. S. Reed and W. M. Koessler, all of WROK, Rock Island.
N. G. Mason, WIRE, Indianapolis.
Joe Wright, WILL, Urbana.
Clarence Leich, WGBF, Evansville, Ind.
Don Searle, KOIL, Omaha.
Hoyt Wooten, WREC, Memphis.
W. P. Harris, WJAX, Jackson, Miss.
John C. McClay, WROK, Rockford.
R. S. Shaw, WKAR, East Lansing, Mich.
Hugh M. Feltis, KOMO-KJR, Seattle.
E. H. Twanley, WREN, Buffalo.
H. V. Anderson, WJBO, Baton Rouge.
Clarence Wheeler, WHEC, Rochester.
Frank B. Falkner, WJSV, Washington, WEEI, Boston, WKRC, Cincinnati.
C. G. Cosby, KWK, St. Louis.
N. T. Welch, WSAR, Fall River, Mass.
Ed Craney, KGIR, Butte, Mont., KFPY, Spokane.
John C. McCormack, KWKH, Shreveport.
Harold Wheelahan, WSMB, New Orleans.
M. C. Jensen, WCAL, Northfield, Minn.
Randy Ryan, KMMJ, Clay Center, Neb.
Samuel H. Cook, WFBL, Syracuse.
H. C. Wilder, WSYR, Syracuse.
H. K. Carpenter, WHK, WHKC, Cleveland, WCLE, Columbus.
H. W. Batchelder, WFBR, Baltimore.
Ralph Atlass, WJJD, Chicago.
E. S. Mittendorf, WIND, Gary.
H. W. Slavick, WMC, Memphis.
Paul D. P. Spearman, attorney.
Lewis Allen Weiss, KHJ, Los Angeles.
Donald Withycomb, WFIL, Philadelphia.
Albert A. Cormier, Hearst Radio Inc.
F. D. Schurz, WSBT, South Bend, Ind.
Thomas W. Gavin, WEBC, Duluth.
P. J. Meyer, KFYR, Bismarck, N. D.
Rev. W. A. Burk, A. S. Foster, WEW, St. Louis.

Washington Denial Is Blow to ASCAP

Pleas to Restrain State Law Refused by Federal Court

ASCAP suffered a major defeat May 9 when the three-judge Federal District Court in Tacoma, Wash., denied its plea for an injunction to restrain the State of Washington from enforcing its anti-ASCAP law enacted two years ago. The court threw out the injunction plea for want of jurisdiction, holding the requisite showing of $3,000 damages to make it a Federal issue had not been proved.

Because the Washington statute is practically identical with that enacted in Montana, where litigation is also in process, it is anticipated the decision in that State will follow the Washington ruling. Moreover, Presiding Justice Bert Haney sat on both cases. The Washington decision was written by Justice E. E. Cushman and concurred in by Justices Haney and John C. Bowen. The Washington law, like that of Montana, would require registration of all copyrighted musical compositions with the State, with a "per piece" price for performance established.

Appeal Expected

Several other states have adopted anti-ASCAP laws following generally the Washington-Montana pattern. Kenneth C. Davis, Washington attorney, was instrumental in drafting the initial statute. Alfred J. Sweppe, former dean of the University of Washington law school, was co-counsel for the NAB in opposing the ASCAP suit for injunctive relief in both the Washington and Montana cases.

While no official word has been forthcoming, it is anticipated that ASCAP will petition the U. S. Supreme Court for review of the Washington opinion, raising constitutional grounds.

Stations in Washington State along with those in Montana and other jurisdictions in which ASCAP laws have been enacted have not been paying the performing rights society's usual royalties, although in many instances they have been proffered but returned unopened by ASCAP. The Federal District Court in New Orleans last month granted ASCAP an injunction against enforcement of the Florida statute, after which ASCAP renewed its collections from stations. That case has been appealed by the State of Florida to the U. S. Supreme Court.

Should the Supreme Court uphold the validity of the anti-ASCAP statutes, it then will become encumbent upon the State governments to install necessary machinery for clearance of all copyrighted music with copyright owners directly, rather than through organizations such as ASCAP.

Combined Gross Billings of Networks For Month of April Shows 1.9% Drop

COMBINED gross billings of the nationwide networks for April totaled $5,924,230, a decrease of 1.9% from the $6,041,449 total for April 1937. Individually, CBS shows a loss of 5.4% when the $2,424,180 billing for the month is compared with the $2,563,478 billed in the same month last year. MBS likewise is down 5.3%, with a gross billing of $189,545 for April 1938 against one of $200,134 for April 1937.

NBC alone showed a gain, its April figure of $3,310,505 being 1% above the last year's figure of $3,277,837. Explanation of the slight decrease is that a number of advertisers signed off for the summer earlier than usual this year due to the general uncertainty over business prospects, and it is considered a tribute to radio's power to get results that its advertising revenue should be holding up so well when other media are reporting large losses as compared with last year.

For the year, all networks are running ahead of 1937. NBC billings for the first four months of 1938 total $14,408,905, a gain of 4.9% over the $13,729,901 total for the same period last year. CBS, with $11,018,777 for the year to date, shows an increase of 12.8% above last year's $9,766,131. MBS, with $945,566 for the first third of 1938, is 5.8% above the $893,599 for the 1937 period. Combined, the total network gross billings for the January through April terms show $26,373,248 for 1938, as contrasted with $24,389,631 for 1937, a gain of 8.1%.

Tabulation of billings for the year to date follows:

	1938	% Gain over 1937	1937
NBC			
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
CBS			
Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	—5.4	2,563,478
MBS			
Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	—5.9	247,431
April	189,545	—5.3	200,134

Pall Mall Seeks Sub

AMERICAN Cigarette & Cigar Co., New York, is looking for a show to replace Dorothy Thompson, its commentator, who will vacate her Tuesday and Thursday spots on May 30 for 13-weeks during the summer. The programs are heard on the NBC-Red network, through Compton Adv., New York.

FCC Drafts Slate for June 6 Hearing

Havana Treaty Goes Up; McNinch Opposes Long License

WITH appearances filed by all sides and little likelihood of any renewed requests for a postponement, final plans were being made for the "allocation hearings" before the FCC to begin June 6.

The Havana treaty, with provisions for a new allocation of broadcast assignments in the United States, was transmitted to the Senate May 12 by President Roosevelt. With adjournment expected by mid-June, confirmation is somewhat in doubt. Ratification would change the whole aspect of the June 6 hearings in that definite revisions in station assignments would be provided, whereas the present agenda does not include frequency shifts.

A request by the NAB for postponement of the sessions, made informally by President Mark Ethridge, has been dropped. Acting on instructions from the last NAB board meeting April 30, the plan was to request postponement on the ground that the time between announcement of the hearing and the hearing date was "too brief to permit adequate preparation."

Later developments, including published reports of a proposed "secret" meeting of an NAB committee with the FCC and demands from certain anti-commercial groups for the right to participate in such sessions, led to the decision by the NAB not to press for a conference.

FCC Chairman McNinch in a letter to Mr. Ethridge May 10 confirmed a telephone conversation with the NAB president dealing with the conclusion not to press the matter and to defer consideration of such matters as longer licenses, informal complaints and the like until some future time.

McNinch's License Stand

Particularly significant was Mr. McNinch's assertion that in connection with any proposed change in the six-month license period it was his "personal opinion that a discussion of that subject would not be opportune now or any time soon". The NAB board had resolved to seek the full three-year license term prescribed in the law.

"It is my recollection," Mr. McNinch added in his letter to Mr. Ethridge confirming his telephone conversation, "that you stated that if you and your committee desired to present later your views to the Commission in regard to the matter of handling complaints or as to the license period you would then request opportunity to appear before the Commission for this purpose."

Meanwhile, preparation for the hearings was being undertaken by the three separate groups representing industry interests—clear channel, regional and local independents. The NAB itself, through President Ethridge, is expected to appear on matters affecting the industry as a whole rather than problems peculiar to individual segments of the industry. [See analysis of rules on this page.]

It was clear that the main issue at the hearing on the rules would be that of superpower. Both the National Association of Regional Broadcast Stations and National Independent Broadcasters Inc. were preparing their cases primarily on that point, alleging not only possible economic ruin if superpower is permitted but also technical difficulties and implied violation of the terms of the Communications Act guaranteeing equitable distribution of broadcast facilities.

While the hearings on the dozen pending applications for authority to use 500,000 watts power have been postponed indefinitely, the issue will arise in the course of consideration of the proposed new rules promulgated April 27 by the FCC since specific mention is made of a limit of 50,000 watts on clear channels. The Clear Channel Group will argue against that restriction.

The hearings will be before the Superpower Committee comprising Commissioner Case as chairman; Commissioner Craven, vice-chairman, Commissioner Payne and McNinch as ex-officio member.

The NAB telegraphic request for postponement was referred to the Superpower Committee, which concluded that it was "not in the public interest" to take such action. The Commission, en banc, on May 11 approved this action.

Delay in Treaty

The hearings, at this stage, will not encompass the proposed reallocation of facilities as set forth in the Havana Treaty agreed to late last year. The treaty, after months of delay, was transmitted to the Senate May 12 with the hope of ratification prior to adjournment of this session. It is regarded as definitely a race against time. The FCC Accounting Department, under Chief Accountant William J. Norfleet, is engrossed in the task of analyzing the several questionnaires sent to stations for the purpose of gathering complete economic, employment and program data for the industry. All but some 40 stations have responded to the questionnaire on fiscal operations of stations, Mr. Norfleet said, and it is hoped to complete analysis within a week or ten days. This analysis will be submitted to the Superpower Committee. Only some 75 of the employment and program classification questionnaires have been returned and considerable difficulty was encountered by many stations in connection with that relating to programs because of misunderstanding of certain of its provisions. The deadline is May 25.

Whether these data will be made public by the FCC prior to the June 6 hearing has not yet been determined. It is expected, however, that it will be made available.

Weeks of Hearings

At this stage it is impossible to estimate how much time the June 6 hearings will take. Guesses range from two to five weeks. In any event, it is the intention of the Clear Channel Committee to continue them without a break until they are completed.

Immediately following the hearing on the proposed new rules and regulations the application of WLW for renewal of its experimental authorization to use 500,000 watts power will come before the Superpower Committee. WHO, Des Moines, also has an application for 500,000 watts experimental pending but it has not yet been determined whether it will seek to

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Analysis of Proposed FCC Rules and Regulations . . .

A PARAGRAPH-by-paragraph analysis of the proposed new rules and regulations to govern standard broadcast stations, which would be the primary basis for the epochal hearings scheduled to begin before the FCC June 6, reveals several proposals for far-reaching revisions of existing practices.

Aside from the seething issue of superpower, which is interwoven in the proceedings, there are at least two proposed new rules certain to draw the fire of the broadcasting fraternity as a whole.

One of these relates to requirements which would be invoked to procure a new broadcast station or an increase in the facilities to existing stations. This rule (31.4) among other things, would provide:

"That the proposed programs are of such standard as to provide a meritorious service, including such cultural programs *as may be required*, to the listening public; *that there is a need for such service;* and that the necessary program material is available to provide such service." [Italics ours.]

The flat requirement that a license will be issued only after a satisfactory showing has been made with regard to cultural programs, *as may be required*, was viewed with concern, since it appears to be a definite indication of program control, if not censorship. Under the existing law as interpreted, the FCC cannot specify the type of programs stations shall broadcast, but can only review programs already broadcast in connection with action on renewal of license or in revocation proceedings. This clause, it is understood, was inserted in the proposed new rules at a meeting of the FCC's so-called Clear Channel Committee, which considered them.

Local Residence

Another provision of the proposed new rule to govern issuance of new station licenses or increase in facilities would specify that an applicant for a local station or one in Class IV, must be a resident in and familiar with the needs of the community to be served. The question arises, in connection with this provision, whether the FCC can thus discriminate against one particular class of station licensee.

Still another provision in the proposed new rule is that in case a station is to be supported by sponsored programs, "adequate commercial support" must be available for it. While the FCC requires such a showing in hearings on new facilities, it has never been made a part of the rules.

Anticipated opposition to the proposed rules governing regional stations, dealing with the degree of protection to be given such stations, may be met in a provision included in the *Standards of Good Engineering Practice*, accompanying the new rules which, in effect, provide that the primary service areas of existing stations will be protected under specified conditions in the new allocations, notwithstanding the provisions guaranteeing protection only to a definite contour. This paragraph in the *Standards of Good Engineering Practice* reads:

When it is shown that primary service is rendered by any of the above classes of stations, beyond the normally protected contour, and when primary service to 90% of the population of the area between the normally protected contour and the contour to which such station actually serves, is not supplied by any other station or stations, the contour to which protection may be afforded in such cases will be determined from the individual merits of the case under consideration.

By revising the proposed regulations in this fashion, the FCC feels that criticism from regional and even local stations in the sparsely settled areas of the West will be offset, since there will be no effort in such circumstances to curtail service by stations in regional or local status which are doing more than a regional or local job.

The proposed new provision governing experimental grants, which would prevent any commercial operation with the additional experimental facilities, likewise may draw considerable fire at the hearings. This provision would mean that a station license for given power or hours of operation would not be able to base its advertising rates on any additional power or hours it might be authorized to use on an experimental basis.

Channel Provisions

The new rules specify that there shall be 44 clear, 43 regional and six local channels, this being done because the rules do not cover the North American agreement assigned in Havana last December which provides for a re-

(*Continued on page 64*)

XUM

Three New Locals Get FCC Grants; More Are Denied

Maine, Mass., Texas Stations; All in Dallas Turned Down

THREE new local broadcasting stations were authorized and applications for nearly a dozen others denied in FCC decisions made public May 13. The new stations will be located in Lewiston, Me., Barnstable, Mass. and Huntsville, Tex. The grants are effective May 21, and bring to 20 the number of new local stations authorized by the FCC so far this year.

The Lewiston and Barnstable grants were made as a result of a hearing in which six applicants for similar facilities in the New England area were heard jointly —three from Lewiston, one from Portland, one from Hyannis, Mass., and the other from Barnstable. The Lewiston grant went to Twin City Broadcasting Co., the principals in which are Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard R. Howe, publishers of a local French daily newspaper. They were authorized to erect a 100-watt outlet on 1210 kc. The Barnstable grant went to Miss Harriett M. Alleman and Miss Helen W. MacLellan, Cape Cod realtors, doing business as Cape Cod Broadcasting Co. They were authorized to build a new 100-watt night and 250-watt day station on 1210 kc.

The Huntsville grant, 100 watts daytime only on 1500 kc., went to the Sam Houston Broadcasting Co., a partnership comprising Dr. C. N. Shaver, president of the Sam Houston State Teachers College in that community, W. Bryan Shaver, his son, now a student at Columbia University, and H. G. Webster, local banker. Young Shaver will become the station's manager.

Dallas And Others Denied

Denied were the applications Cumberland Broadcasting Co. (A. S. Moffat, Hilary F. Mahaney and Arthur C. Sullivan) seeking 100 watts on 1210 kc. in Portland, Me.; Arthur Seagrave, Fall River, Mass. attorney, seeking 100 watts night and 250 day on 1420 kc. in Lewiston; Philip J. Wiseman, seeking 100 watts on 1200 kc. in Lewiston; George M. Haskins, seeking 100 watts night and 250 day on 1210 kc. in Hyannis, Mass.

In another case, the *Fall River* (Mass.) *Herald News* was denied an application for 100-250 watts on 1210 kc., in that city.

In the four-cornered fight for a new station in Dallas, all applications were denied. The applicants were Dallas Broadcasting Co. (*Dallas News*, 25%; J. B. Dealey, 25%; A. Earl Cullum, 37½%; Thomas A. Carpenter, 12½%), seeking 100 watts daytime on 1500 kc.; Richard S. Gozzardi, seeking the same assignment; A. L. Chilton, chief owner of KLRA and KGHI, Little Rock, seeking 1,000 watts daytime on 990 kc.; Centennial Broadcasting Co. (officials of *Dallas Times-Herald*), seeking 100 watts daytime on 1500 kc.

Also denied were the applications of Summit Radio Corp., Akron, O., (S. Bernard Berk, Donald Reichert and Dorothy Spotts), seeking 1,000 watts on 1530 kc., and Fred M. Weil, seeking 100-250 watts on 1420 kc. in Grand Coulee, Wash.

WRVA Given Boost to 50,000 Watts As KTUL Is Granted 5,000 Watts Day

INCREASES in facilities for four broadcast stations — including a boost in power from 5,000 watts to 50,000 watts for the clear channel WRVA, Richmond, Va. — were authorized May 13 by the FCC. All grants are effective May 21.

KTUL, Tulsa, was given an increase in power from 500 watts night and 1,000 watts day to 1,000 watts night and 5,000 watts day, on its 1400 kc. channel.

WRVA, operated by Larus & Bro., maker of Edgeworth tobacco, was given an increase in power to 50,000 watts on its 1110 kc. frequency on which it operates unlimited time.

WKBV, Richmond, Ind., operating on 1500 kc. part time with 100 watts, was granted modification of license to operate full time. Simultaneously the FCC denied the application of Curtis Broadcasting Co. for a new station at Indianapolis to operate on the 1500 kc. channel with 100 watts night and 250 watts local sunset, specified hours, sharing with WKBV.

WACO, Waco, Tex., was granted its application for authority to increase daytime power from 100 to 250 watts on the 1420 kc. channel.

WIBG, Glenside, Pa., which sought an increase in power and hours of operation from 100 watts daytime to 5,000 watts unlimited to sunset at Chicago on the 970 kc. channel, was denied. The FCC held the applicant "is not shown to be financially qualified to undertake the construction and operation of the station as proposed."

The application of WMFJ, Daytona Beach, Fla., now operating on the 1420 kc. channel with 100 watts unlimited time, to shift to 1240 kc. with 1,000 watts power unlimited time, was denied on the ground that no need had been shown for additional broadcasting service; that the applicant had failed to show the existence of sufficient advertising support to justify the finding that the station would receive sufficient revenue to enable it to operate with the increased facilities; and on other grounds.

The application of WKOK, Sunbury, Pa., for modification of its license to change hours from specified to unlimited on the 1210 kc. channel, was denied as in default.

PAPER'S PURCHASE OF KOOS APPROVED

REVERSING Examiner P. W. Seward's recommendation of last June, the FCC in a decision May 13 authorized the sale of the 250-watt daytime station KOOS, Marshfield, Ore., to Sheldon F. Sackett, publisher of the daily *Coos Bay Times* of that city. The purchase price was $14,000 and the seller was Walter L. Read. Chairman McNinch and Commissioner Payne dissented in the 5-2 decision, which becomes effective May 21.

In recommending against the grant, Examiner Seward had contended that "it would not be in the public interest to approve this transfer and thereby place in the hands of one man practically all the means of dissemination of news and other information, as well as the advertising media in this area, and constitute a virtual monopoly."

Reynolds Sports, Spots

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., for George Washington smoking tobacco, on May 11 started sponsorship of sports programs on Philadelphia stations WHAT, WFIL and WDAS, and spot announcement schedules on KYW, WCAU, WIP and WPEN. The sports programs, heard five days weekly, are Warwick Ogelsby's *Highlights in the World of Sports* on WHAT, *Hal Simons' Sports* on WFIL, and *Buzz Davis* on WDAS. The announcement schedules are in English, Jewish and Italian. Agency is Wm. Esty & Co., New York.

DESCRIPTIONS of the Indianapolis Auto Races on May 30 will be broadcast on NBC, for the eleventh consecutive year, by Charles Lyon and Fort Pierson, and on Mutual by Joseph Ries, Douglas Browning and others. Each network will broadcast five programs from the Speedway.

National Life Promotes Craig to Vice-President

Mr. Craig

EDWIN W. CRAIG, vice-president of National Life & Accident Insurance Co., Nashville, and executive in charge of WSM, on May 12 was elevated to the executive vice-presidency of the insurance company. He succeeds C. R. Clements, promoted to the presidency to replace W. R. Wills, who was made vice-chairman of the board.

Mr. Craig for 15 years has been vice-president in charge of the industrial department of the company. He now becomes top-ranking executive immediately under the president in the active operation of the company, which has 3,500 men in the field and 600 employes in its home office. Mr. Craig is active in NAB affairs, being a member of its board of directors and executive committee and having been instrumental in effecting its current reorganization.

Robertson to WBAX

Mr. Robertson

DALE ROBERTSON, manager of WIBX, Utica, N. Y., has resigned and on May 15 becomes manager of WBAX, Wilkes-Barre, succeeding H. A. Seville. Drury Lane, one-time program director of KNX, Hollywood, also joined WBAX early in May as assistant manager and program director. John Stenger, licensee of the station, continues in the post of chief engineer. It is understood that Scott Howe Bowen, owner of WIBX, has taken over its active management.

President Advises Department Shift

Would Create Communications Branch in State Department

CREATION of a special division in the State Department to handle international communications which, among other things, would encompass the increasingly important matter of international broadcasting, has been recommended to Congress by President Roosevelt.

In a budget message dated April 29, dealing with expansion of State Department functions, it was recommended both by the Bureau of the Budget and the Chief Executive that a Division of International Communications be established beginning July 1, 1938. As its functions this division would handle matters relating to "aviation, telecommunications and shipping" which were declared to "affect our foreign relations."

Adjournment May Interfere

The message brought out that this division would have 20 employees to be paid $70,820 annually. Of these, however, eight would be transferred from other departmental duties, and their salaries total $30,000.

Plans for the transfer are understood to be in an embryonic stage, and with Congressional adjournment slated within a few weeks, chances for effecting the change by order of this Congress are held to be about even. Communications activities now are handled by a section of the Treaty Division of the Department. The head of the Division is Charles M. Barnes. Assigned to the communications activities are Francis C. deWolf and Harvey Otterman, both of whom have been State Department representatives at international conferences on radio or communications affairs in recent months.

Penn Using

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), is sponsoring three to six news and sports broadcasts a week on WBBM WLW WGAR WHO WJR WJAC KMBC WTMJ WTAQ WSAU WCCO KOMA WKY WOW KMOX WTUL KFAB. No changes or additions to this list are contemplated by the agency, Ruthrauff & Ryan, New York.

More for Lorillard

P. LORILLARD & Co., New York (Sensation cigarettes), which has been sponsoring *Don't You Believe It* on KFRC, San Francisco [BROADCASTING, April 1] on May 17 expands to 24 Don Lee and five California Broadcasting System stations. The program continues to be heard Tuesday and Thursday evenings. Agency is Lennen & Mitchell, New York.

Rival in Summer

RIVAL PACKING Co., Chicago (Rival dog food), for the summer moves practically all its spots to morning periods. Spot announcements, quarter-hour shows and musical clocks are being used on 10 stations. The list consists of WMAQ WOR WLW WJR KDKA WHAM WCCO WIBX WSYR WBZ-WBZA. Charles Silver & Co., Chicago, is agency.

BIG, YES! —AND ATTENTIVE!

THE size of big WHO's audience is proved by the tremendous mail received from Iowa listeners. But that isn't the entire WHO coverage story, because our Iowa fan mail, tremendous as it is, is only 60% of the total! The other 40% comes from outside Iowa—comes from "the *PLUS* of Iowa Plus". . . . And the *attentiveness* of this big audience has made WHO one of the country's *out-standingly* productive stations—so profitable for our advertisers that last year they bought *over 4,000 hours* of WHO's time—more than eleven hours of commercial time per day!

If you want to touch Iowa at all, it will cost you very little extra to reach the rich Mid-West—at one low cost—with WHO!

AVAILABLE NOW—THE IOWA RURAL RADIO SURVEY . . . based on over 5,000 personal interviews, in 45 alternate counties, by trained, independent investigators. The first authoritative picture of radio in rural and small-town Iowa. Gives you station preferences . . . listening habits . . . set ownership . . . program preferences . . . and a lot of other valuable facts. You'll want a copy; write for yours today!

WHO for IOWA-PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . FREE & PETERS, INC., REPRESENTATIVES

91 Urban and 69 Rural Homes Out of Every 100 Have Radios

Joint Committee Figures Show 82% Ownership for Nation; Radio Homes Total Is 26,641,000

REPRESENTING joint agreement of the Association of National Advertisers, the American Association of Advertising Agencies and the National Association of Broadcasters, a new estimate of homes equipped with radios as of Jan. 1, 1938, released May 11 by the Joint Committee on Radio Research of the three trade associations, placed the number of "radio homes" in the United States at 26,641,000.

This represented 82% of the total of 32,641,000 families in the United States calculated as of July, 1937. It was also estimated there are 3.96 persons per family.

The 1938 radio census estimate took several forms, for the first time setting forth estimated radio homes in urban and rural classifications by states as well as total radio homes by counties. [Complete tabulations are to be found on pages 20 to 30 inclusive.]

A Jump From 1936

While 82 out of every 100 homes in the entire United States were found equipped with one or more radios, 91 out of every 100 homes in the cities and 69 out of every 100 homes on farms or in rural communities were similarly equipped. The urban classification applied to communities over 2,500 population; rural included farms and villages under 2,500.

The 1938 count compares with the Joint Committee's 1936 estimate of 22,869,000, or 73.45% of the total homes in the United States. The estimate does not take into account extra sets in the home and does not include the 5,000,000 or more auto radios now in use. A "radio home" is one which is equipped with radio, whether one or more sets.

In making public the state-by-state total, urban and farm breakdowns and the county figures by states, the Joint Committee utilized new radio ownership information collected in two surveys during 1937. One was the network-financed rural survey conducted by the Committee during 1937, consisting of 20,736 personal interviews in every state; the other was the urban survey made for CBS by Daniel Starch, consisting of 32,000 personal interviews in cities of all sizes in every state.

"These data," reported the Committee, "were in sufficient detail to permit of directly estimating state and county figures without resorting to multiple correlation. Although this represents an improvement in method of estimating, the Joint Committee emphasizes that the figures of radio families published herewith are estimates with which there are no actual figures to compare. They constitute approximations at best and should not be looked upon as being exact measurements."

The rural survey will later be broken down by counties and separately reported.

THE WINNAHS of the WLW-WSAI "Buy Now" campaign, launched to spread optimism and combat the fear of spending, were selected April 29 by committee of judges. James D. Shouse, (left) vice-president of Crosley in charge of broadcasting, is receiving the winning letters in the contest from the Cincinnati Chamber of Commerce committee of judges, Burnette Reed, Guy Spring, and Morris Edwards. More than 50 awards ranging from $200 to $1 were made for the best letters on "Why I Bought Now", and approximately 5,000 letters were received in the contest which began Feb. 14. Upwards of 75 stations have requested data from WLW and WSAI on the campaign.

Oxydol Lists

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on May 30 will start quarter-hour WBS transcriptions of *Ma Perkins* on approximately 15 stations, all CBS affiliates. Stations already selected are KMOX, WCCO, WBT, WGR, KFH. Spots will be used to supplement Oxydol's NBC and CBS two shows, *Ma Perkins* and *Goldbergs*. Blackett-Sample-Hummert, Chicago, handles Procter & Gamble's Oxydol advertising.

Failure of Musicians in New Orleans To Agree Disturbs National Situation

By BRUCE ROBERTSON

FAILURE of the New Orleans local musicians union to reach an agreement with WDSU and WSMB, NBC outlets in that city, has for some time been the sorest point in negotiations between the American Federation of Musicians and the stations affiliated with the nationwide networks, with everyone fearful lest the infection spread nationally.

Hopes for an early local solution were seen last week when the matter was brought to a head by the CBS station, WWL, which gave its union orchestra two weeks' notice and canceled its contract on the grounds of unfair competition. With AFM, NBC and the negotiating committee of the network stations all standing by to render whatever assistance might prove necessary, it was expected the difficulty in completing contracts between the union and the NBC holdouts would be overcome without delay.

All major terms have been agreed to and sole remaining point of argument is whether the contract shall be retroactive to Jan. 17, when the general plan of settlement went into effect, or become effective as of the present. As the agreement allows the station to expend its full quota within nine months, and as there is still more than eight months to go before Jan. 17, 1939, the money involved amounts to only a few hundred dollars and the argument seems more academic than practical.

Callahan's Statement

In canceling his contract, which called for the expenditure of $250 weekly, Vincent F. Callahan, general manager of WWL, issued the following statement: "Early in January of this year WWL entered into an agreement with the local musicians union of New Orleans and the AFM. This agreement stipulated that WWL would employ a certain number of musicians on and after Jan. 17 for a period of two years. Further the agreement provided that any privileges granted to any other radio stations in New Orleans, outside of those already given to WWL, would be accorded to WWL. Since Jan. 17 WWL has been the only radio station in New Orleans to employ a union orchestra. WWL is therefore taking advantage of its contract and is notifying the musicians union that existing contract will be terminated May 19."

Upon receipt of WWL's cancelation, the New Orleans local went about bringing the NBC outlets into line by placing them on the union "unfair list" and by sending telegrams to a number of New York advertising agencies advising them that it has "no quarrel with WWL" but that it holds WSMB and WDSU responsible for WWL's cancellation and intends to line up the entire labor movement behind its efforts to get contracts with the NBC stations.

Meanwhile a similar controversy in Seattle came to a conclusion May 7 with the exchange of contracts between the Seattle union and the management of KOMO and KJR, NBC outlets in that city, leaving New Orleans almost alone as a city in which agreement has not been reached between union and network stations.

But while the work of the IRNA group is nearly done, the National Committee of Independent Broadcasters is just beginning its task of lining up the nonnetwork stations behind the contract it recently worked out with the AFM executive board [BROADCASTING, May 1]. Having approved the final draft as prepared by its attorneys under the direction of a subcommittee left in New York for that purpose, the NCIB has sent copies of the agreement and Schedule A with explanatory letters to all stations not affiliated with the nationwide networks, while AFM has likewise sent copies of the documents to its local unions.

Predicting an early completion of these negotiations, Joseph N. Weber, AFM president, said that until they are concluded there will be no further meetings between the union and the makers of transcriptions or phonograph records as further dealings with these groups are entirely dependent on the outcome of the station negotiations. He said the question of the use of phonograph records carrying commercial messages in coin-operated machines is under consideration by the AFM board and has not yet been settled. Mr. Weber also stated his conviction that the New Orleans situation would be satisfactorily concluded within the near future.

Local AFM Calls Strike On Stations in Brooklyn; Dispute Is Over Contracts

NEW YORK local of the American Federation of Musicians has called a strike against WLTH, WBBC, WARD and WVFW, all of Brooklyn and all sharing time on the 1400 kc. channel. Union claims that stations refused to accept the terms of its new contracts and that it thereupon called out its members and began picketing the stations.

Samuel Gellard, head of WLTH, speaking for all four stations, said they had attempted to make contracts along the lines of the agreement drawn up between the national union and the independent broadcasters' committee but that the New York local had insisted on an expenditure of nearly three times the quotas set in the national plan of settlement.

On May 22 the New York musicians union will put into effect its new ruling that members steadily employed for five or six days weekly shall not accept further work on their days off. Law which was passed in an effort to increase employment among the large number of idle members of the union, reads in full: "Members having a steady engagement of five or six working days in any week shall not play any engagement during any of their off-days; except when permitted by the executive board, which shall have the power to grant such permission upon such terms and conditions as it may see fit when it finds that unusual circumstances exist which justify the granting of such permission."

Contract between WEVD, New York, and the New York local of the radio division of the International Brotherhood of Electrical Workers, AFL union, was signed May 4 by Henry Greenfield, station manager, and Lewis Kleinklaus, president of the local, and D. W. Tracy, president, IBEW. Contract, covering engineers employed at WEVD, calls for a closed shop, a $45 minimum for regular technicians and a $60 minimum for the chief engineer, employment of two additional technicians by the station, two-week annual vacation with pay, and time-and-a-half for overtime.

More for Firestone

FIRESTONE Tire & Rubber Co., Akron, running quarter-hour WBS transcriptions, *Voice of the Farm*, twice weekly in rural areas [BROADCASTING, April 15], has increased the number of stations from 26 to 81 and is continuing to add to the list. Agency is Sweeney & James, Cleveland.

What'll it be:

WRECK-CHORD OR REC-ORD?

NOW grooving out its second year of service to such particular people as YOUNG & RUBICAM, LORD & THOMAS, BBDO, J. WALTER THOMPSON, LENNEN & MITCHELL, and numerous other agencies, advertisers, internationally-known radio artists and orchestras, the WOR ELECTRICAL TRANSCRIPTION AND RECORDING SERVICE stands today as one of the few top-ranking services now tacking sound down on discs to be heard.

Why this success? Luck? Not at all! Nothing that avoids us so assiduously as luck. Nothing we dread more than the hot coal of chance. Nothing but one thing: Better Recordings.

When there's a nice audition going on at your agency or in somebody's back-parlor, there's nothing that jars quite so much as the "wreck-chord"... the disc that starts off smooth as a Swiss dawn—sometimes—then comes up for air like a cat with catarrh.

Those of you who listen ONCE to a WOR Recording will never want to hear any other. And while you LISTEN you will be SHOWN how the sixteen years of experience and technical excellence of one great station are rapidly changing the word "wreck-chording" to "recording" at WOR. Finally, the bill when you get it will have a very soothing effect upon the contents of your purse!

Write or call today for "A MATTER OF RECORD" a very interesting folder containing prices and descriptions of the various jobs performed by...

WOR ELECTRICAL TRANSCRIPTION AND RECORDING SERVICE *1440 Broadway, N. Y. . PE 6-8383*

Joint Committee on Radio Research's Estimated Number of Families Owning Radio Sets: Urban and Rural

By State and Census Geographic Divisions as of January 1, 1938

STATE	URBAN			RURAL			TOTAL		
	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families
Alabama	207,000	75	154,600	463,000	48	220,600	670,000	56	375,200
Arizona	37,000	89	33,100	67,000	69	46,500	104,000	77	79,600
Arkansas	113,000	78	88,100	388,000	43	166,700	501,000	51	254,800
California	1,369,000	94	1,287,100	449,000	96	432,700	1,818,000	95	1,719,800
Colorado	152,000	91	138,200	136,000	70	95,300	288,000	81	233,500
Connecticut	306,000	92	281,400	131,000	92	120,700	437,000	92	402,100
Delaware	34,000	90	30,800	33,000	81	26,800	67,000	86	57,600
District of Columbia	168,000	91	152,900	.....	..	.....	168,000	91	152,900
Florida	238,000	80	189,500	205,000	53	108,400	443,000	67	297,900
Georgia	245,000	74	180,500	471,000	40	190,300	716,000	52	370,800
Idaho	38,000	90	34,200	86,000	75	64,500	124,000	80	98,700
Illinois	1,526,000	93	1,426,600	537,000	80	430,500	2,063,000	90	1,857,100
Indiana	522,000	92	480,300	412,000	82	336,500	934,000	87	816,800
Iowa	281,000	93	262,500	399,000	79	315,300	680,000	85	577,800
Kansas	204,000	93	189,300	297,000	60	178,500	501,000	73	367,800
Kentucky	242,000	86	208,600	466,000	61	286,300	708,000	70	494,900
Louisiana	215,000	78	168,100	295,000	44	129,300	510,000	58	297,400
Maine	88,000	91	79,700	133,000	91	121,400	221,000	91	201,100
Maryland	251,000	90	225,100	159,000	82	130,000	410,000	87	355,100
Massachusetts	992,000	92	912,100	112,000	96	107,100	1,104,000	92	1,019,200
Michigan	827,000	93	771,100	393,000	89	351,100	1,220,000	92	1,122,200
Minnesota	331,000	93	309,300	321,000	77	247,600	652,000	85	556,900
Mississippi	91,000	71	64,600	403,000	35	142,400	494,000	42	207,000
Missouri	562,000	94	525,600	510,000	58	297,200	1,072,000	77	822,800
Montana	49,000	91	44,400	93,000	75	70,200	142,000	81	114,600
Nebraska	129,000	93	120,100	223,000	74	164,000	352,000	81	284,100
Nevada	12,000	91	11,000	18,000	97	17,500	30,000	95	28,500
New Hampshire	77,000	91	69,700	59,000	93	54,700	136,000	92	124,400
New Jersey	904,000	94	845,400	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	27,000	88	23,700	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	93	2,623,300	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	206,000	79	161,900	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	94	26,200	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	93	1,130,200	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	87	202,500	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	94	147,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	92	1,553,900	765,000	85	652,500	2,452,000	90	2,206,400
Rhode Island	155,000	92	142,500	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	70	69,500	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	93	31,700	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	82	211,200	430,000	58	248,700	689,000	67	459,900
Texas	661,000	84	556,200	855,000	56	477,300	1,516,000	68	1,033,500
Utah	68,000	91	61,800	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	91	30,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	82	178,800	396,000	56	221,400	613,000	65	400,200
Washington	271,000	94	254,400	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	86	111,800	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	93	377,000	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	90	18,100	42,000	75	31,700	62,000	80	49,800
GEOGRAPHIC DIVISIONS									
New England	1,651,000	92	1,515,400	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	93	5,022,600	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E North Central	4,494,000	93	4,185,200	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W North Central	1,569,000	93	1,464,700	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	82	1,300,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E South Central	799,000	80	639,000	1,762,000	51	898,000	2,561,000	60	1,537,000
W South Central	1,222,000	83	1,014,900	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	90	364,500	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	94	1,688,500	788,000	96	760,000	2,585,000	95	2,448,500
U. S. Total	18,920,000	91	17,195,600	13,721,000	69	9,470,900	32,641,000	82	26,666,500

NOTE: The number of radio families in the United States, as of January 1, 1938, is estimated at 26,666,500, or 82% of the estimated United States families. This is an increase of 17% in number over the 1936 estimate of the Committee. [BROADCASTING, 1938 Yearbook]. Families with radio sets out of order for more than six months are not defined as radio families and therefore are not included in the figures presented on this and the following pages. Sets temporarily out of order (less than six months) amount to approximately 4% and are included in the figure 26,666,500. This does not represent the total number of sets in use, there being more than one radio in many homes and sets in automobiles, and in stores, restaurants, institutions, etc. The figure 26,666,500, represents the number of homes having at least one radio. The Joint Committee in the following pages also presents figures of radio families by state and county. State figures are presented by Census classifications: Urban (cities over 2,500 population) and Rural (farms and villages under 2,500 population). It is also estimated there are 3.96 persons per family.

RURAL RADIO OWNERS

The estimate of radio owners of the Joint Committee on Radio Research appears on the following pages. In its complete report on this estimate the Joint Committee says: "The rural survey conducted by the Joint Committee on Radio Research in November, 1937 consisted of 20,763 personal interviews distributed in every State of the United States. A report of this survey is being prepared for release and in it a description of the method will be set forth."

The field interviewing on this survey was done by The Hooper-Holmes Bureau, Inc. This is a good example of the size and mobility of this organization, for these 20,763 personal rural interviews were obtained in 96 counties and delivered to the Joint Committee in 26 days from the receipt of the questionnaires.

Later, in its complete report, the Joint Committee on Radio Research says: "A special investigation, made on Negro ownership in the South by economic classes, was made to insure the proper weighting of that portion of families." This survey, too, was conducted by The Hooper-Holmes Bureau, Inc.

Thus it is seen that this organization has contributed considerable to the radio ownership data which appears on the following pages.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Estimate of
Radio Homes in the United States by States and Counties

(As of January 1, 1938)

(As prepared by Joint Committee on Radio Research of Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters)

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Roy C. Witmer, *NBC Sales Vice President*
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Chester La Roche, *Young & Rubicam Inc.*
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TECHNICAL SUBCOMMITTEE WHICH DRAFTED COUNTY FIGURES

L. D. H. Weld, chairman — *McCann-Erickson Inc.*
George Gallup — *Young & Rubicam Inc.*
D. E. Robinson — *Federal Advertising Agency*
D. P. Smelser — *Procter & Gamble Co.*
Herman S. Hettinger — *National Association of Broadcasters*
Hugh M. Beville Jr. — *National Broadcasting Co.*
Arthur W. Lehman — *Association of National Advertisers*
John W. Karol — *Columbia Broadcasting System*

[NOTE: *Since these figures are estimates, there is necessarily a certain unmeasurable degree of error in the figures for individual counties, according to the Joint Committee. For any group of counties, however, such as those included in the listening area of a typical broadcasting station, it is believed that the sum of the estimates for individual counties is sufficiently accurate for practical purposes. It is further calculated that there are 3.96 persons per family.*]

Alabama

Total Radio Homes: 375,200

Autauga	2,380
Baldwin	3,830
Barbour	4,080
Bibb	2,680
Blount	3,070
Bullock	2,570
Butler	3,730
Calhoun	8,370
Chambers	4,730
Cherokee	2,090
Chilton	2,800
Choctaw	2,430
Clarke	3,200
Clay	1,910
Cleburne	1,390
Coffee	3,730
Colbert	4,420
Conecuh	2,920
Coosa	1,330
Covington	5,160
Crenshaw	2,750
Cullman	4,500
Dale	2,820
Dallas	8,450
DeKalb	4,350
Elmore	3,850
Escambia	3,480
Etowah	9,700
Fayette	2,050
Franklin	2,920
Geneva	3,340
Greene	2,500
Hale	3,150
Henry	2,480
Houston	6,250
Jackson	4,080
Jefferson	85,710
Lamar	1,930
Lauderdale	5,480
Lawrence	2,860
Lee	5,270
Limestone	4,270
Lowndes	2,700
Macon	3,230
Madison	8,530
Marengo	4,780
Marion	2,770
Marshall	4,580
Mobile	21,880
Monroe	3,370
Montgomery	18,520
Morgan	6,790
Perry	3,130
Pickens	2,810
Pike	4,170
Randolph	3,110
Russell	3,420
St. Clair	2,980
Shelby	3,440
Sumter	3,220
Talladega	5,570
Tallapoosa	3,800
Tuscaloosa	9,000
Walker	7,850
Washington	1,910
Wilcox	2,970
Winston	1,660

Arizona

Total Radio Homes: 79,600

Apache	2,240
Cochise	7,790
Coconino	2,350
Gila	5,930
Graham	1,580
Greenlee	1,640
Maricopa	28,060
Mohave	1,140
Navajo	3,360
Pima	11,240
Pinal	3,510
Santa Cruz	1,780
Yavapai	5,480
Yuma	3,500

Arkansas

Total Radio Homes 254,800

Arkansas	3,180
Ashley	3,060
Baxter	1,110
Benton	5,000
Boone	2,110
Bradley	2,240
Calhoun	1,010
Carroll	1,990
Chicot	3,260
Clark	3,110
Clay	3,150
Cleburne	1,280
Cleveland	1,310
Columbia	3,220
Conway	2,580
Craighead	5,780
Crawford	3,050
Crittenden	5,080
Cross	3,270
Dallas	1,850
Desha	3,160
Drew	2,520
Faulkner	3,450
Franklin	1,780
Fulton	1,150
Garland	6,930
Grant	1,050
Greene	3,310
Hempstead	3,940
Hot Spring	2,480
Howard	2,050
Independence	3,030
Izard	1,390
Jackson	3,320
Jefferson	10,280
Johnson	2,430
Lafayette	2,220
Lawrence	2,470
Lee	3,610
Lincoln	2,420
Little River	1,860
Logan	2,860
Lonoke	3,790
Madison	1,410
Marion	950
Miller	4,740
Mississippi	9,050
Monroe	2,790
Montgomery	1,210
Nevada	2,430
Newton	1,020
Ouachita	4,240
Perry	820
Phillips	6,740
Pike	1,420
Poinsett	3,600
Polk	2,020
Pope	3,440
Prairie	1,790
Pulaski	28,430
Randolph	1,850
St. Francis	4,310
Saline	2,110
Scott	1,340
Searcy	1,160
Sebastian	10,250
Sevier	2,100
Sharp	1,200
Stone	800
Union	8,910
Van Buren	1,220
Washington	5,820
White	4,600
Woodruff	2,550
Yell	2,340

California

Total Radio Homes: 1,719,800

Alameda	145,680
Alpine	70
Amador	2,170
Butte	10,800
Calaveras	1,970
Colusa	2,910
Contra Costa	22,250
Del Norte	1,540
Eldorado	2,910
Fresno	40,820
Glenn	3,370
Humboldt	12,790
Imperial	15,960
Inyo	2,260
Kern	24,030
Kings	7,000
Lake	2,520
Lassen	3,340
Los Angeles	694,810
Madera	4,590
Marin	11,350
Mariposa	1,270
Mendocino	6,780
Merced	9,820
Modoc	2,320
Mono	390
Monterey	14,510
Napa	6,160
Nevada	3,440
Orange	36,130
Placer	7,250
Plumas	2,310
Riverside	24,310
Sacramento	38,400
San Benito	3,170
San Bernardino	39,600
San Diego	67,530
San Francisco	189,470
San Joaquin	27,690
San Luis Obispo	9,010
San Mateo	22,250
Santa Barbara	18,630
Santa Clara	42,960
Santa Cruz	12,410
Shasta	4,410
Sierra	820
Siskiyou	7,720
Solano	11,800
Sonoma	19,660
Stanislaus	16,570
Sutter	4,110
Tehama	4,340
Trinity	980
Tulare	21,800
Tuolumne	2,890
Ventura	15,820
Yolo	6,550
Yuba	3,380

Colorado

Total Radio Homes: 233,500

Adams	3,660
Alamosa	1,830
Arapahoe	5,210
Archuleta	590
Baca	1,760
Bent	1,620
Boulder	7,980
Chaffee	1,800
Cheyenne	670
Clear Creek	640
Conejos	1,540
Costilla	970
Crowley	1,070
Custer	460
Delta	2,770
Denver	78,500
Dolores	300
Douglas	720
Eagle	800
Elbert	1,180
El Paso	13,190
Fremont	4,000
Garfield	2,010
Gilpin	350
Grand	490
Gunnison	1,240
Hinsdale	130
Huerfano	3,330
Jackson	290
Jefferson	4,600
Kiowa	690
Kit Carson	1,660
Lake	1,220
La Plata	2,680
Larimer	7,480
Las Animas	7,150
Lincoln	1,440
Logan	3,640
Mesa	5,430
Mineral	180
Moffat	1,040
Montezuma	1,420
Montrose	2,180
Morgan	3,370
Otero	5,090
Ouray	450
Park	470
Phillips	1,100
Pitkin	430
Prowers	2,810
Pueblo	14,800
Rio Blanco	570
Rio Grande	1,910
Routt	2,000
Saguache	1,200
San Juan	380
San Miguel	480
Sedgwick	1,000
Summit	280
Teller	1,150
Washington	1,590
Weld	12,090
Yuma	2,420

Connecticut

Total Radio Homes: 402,100

Fairfield	97,620
Hartford	104,450
Litchfield	21,060
Middlesex	12,410
New Haven	115,870
New London	29,590
Tolland	7,340
Windham	13,760

Delaware

Total Radio Homes: 57,600

Kent	7,990
New Castle	38,260
Sussex	11,350

District of Columbia

Total Radio Homes: 152,900

Florida

Total Radio Homes: 297,900

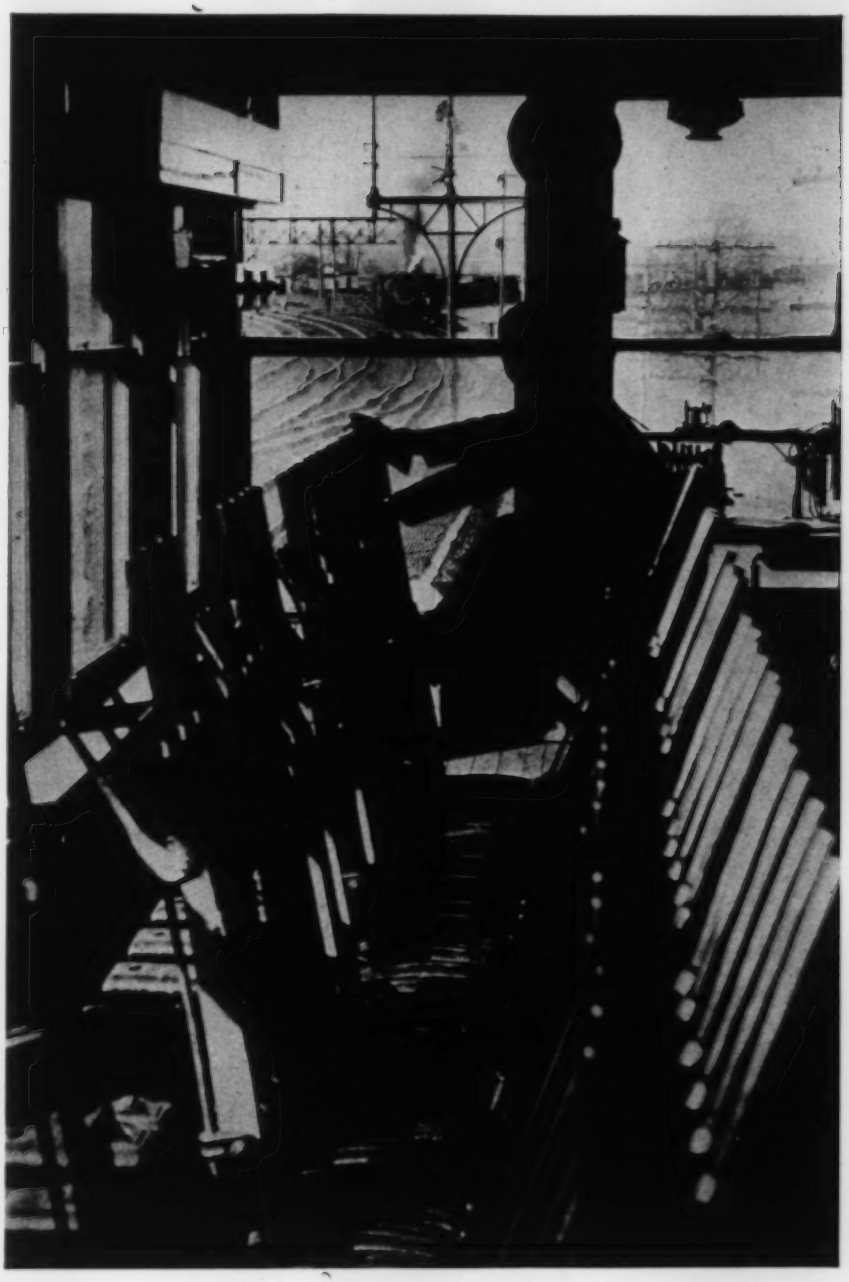
Alachua	5,660
Baker	870
Bay	2,120
Bradford	1,260
Brevard	2,670
Broward	4,530
Calhoun	970
Charlotte	780
Citrus	930
Clay	1,150
Collier	430
Columbia	2,250
Dade	38,000
De Soto	1,480
Dixie	1,100
Duval	36,730
Escambia	10,110
Flagler	430
Franklin	1,190
Gadsden	3,870
Gilchrist	520
Glades	430
Gulf	520
Hamilton	1,270
Hardee	1,640
Hendry	600
Hernando	800
Highlands	2,010
Hillsborough	32,990
Holmes	1,480
Indian River	1,210
Jackson	4,050
Jefferson	1,960
Lafayette	620
Lake	4,560
Lee	3,190
Leon	3,960
Levy	1,880
Liberty	610
Madison	2,050
Manatee	4,490
Marion	4,920
Martin	980
Monroe	2,810
Nassau	1,520
Okaloosa	1,350
Okeechobee	670
Orange	11,730
Osceola	2,220
Palm Beach	12,250
Pasco	1,910
Pinellas	17,420
Polk	14,230
Putnam	3,420
St. Johns	3,910
St. Lucie	1,470
Santa Rosa	1,900
Sarasota	2,720
Seminole	3,760
Sumter	1,570
Suwannee	2,140
Taylor	2,120
Union	790
Volusia	10,340
Wakulla	800
Walton	1,990
Washington	1,590

Georgia

Total Radio Homes: 370,300

Appling	1,270
Atkinson	720
Bacon	640
Baker	690
Baldwin	2,090
Banks	750
Barrow	1,360
Bartow	2,730
Ben Hill	1,820
Berrien	1,320
Bibb	13,860
Bleckley	880
Brantley	700
Brooks	2,120
Bryan	660
Bulloch	2,500
Burke	3,180
Butts	980
Calhoun	1,110
Camden	750
Campbell	(see Fulton)
Candler	770
Carroll	3,360
Catoosa	930
Charlton	510
Chatham	21,150
Chattahoochee	580
Chattooga	1,550
Cherokee	1,990
Clarke	4,230
Clay	690
Clayton	1,010
Clinch	940
Cobb	4,420
Coffee	1,870
Colquitt	3,150
Columbia	810
Cook	1,120
Coweta	2,940
Crawford	580
Crisp	2,220
Dade	400
Dawson	280
Decatur	2,790
De Kalb	12,600
Dodge	2,100
Dooly	1,670
Dougherty	3,920
Douglas	890
Early	1,720
Echols	330
Effingham	1,130
Elbert	1,980
Emanuel	2,220
Evans	670
Fannin	1,240
Fayette	730
Floyd	6,570
Forsyth	860
Franklin	1,380
Fulton with Campbell and Milton	67,230
Gilmer	620
Glascock	400
Glynn	3,410
Gordon	1,610
Grady	1,860
Greene	1,360
Gwinnett	2,760
Habersham	1,300
Hall	3,540
Hancock	1,140
Haralson	1,250
Harris	1,100
Hart	1,260
Heard	710
Henry	1,440
Houston	1,100
Irwin	1,040
Jackson	2,100
Jasper	920
Jeff Davis	770
Jefferson	1,980

SWITCH TO THE QUICKEST ROUTE



..TO THIS BILLION DOLLAR MARKET

Make no mistake about WTIC's market as a place to sell your goods! Recent authoritative* figures show that per capita income in Connecticut's billion dollar market increased nearly *50% more* than the national average in 1937. And Connecticut is but one segment of the rich Southern New England market covered by WTIC!

Nor is there any guesswork about WTIC as the *quickest* way to reach this billion dollar market. It tops its field in popularity with listeners—outranking the next most popular station in the Hartford area by more than two to one! And look at this record as Southern New England's most popular station with *advertisers*—

* *National Industrial Conference Board, U. S. Bureau of Census.*

FIRST in Number of Network Advertisers
in Number of National Spot Advertisers
in Number of Local Advertisers

Write today for our interesting 32 page brochure giving full details on the Ross Federal Survey of WTIC's popularity and facts about the WTIC Billion Dollar market.

WTIC

50,000 WATTS
HARTFORD, CONN.

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network
Paul W. Morency, General Manager • James F. Clancy, Business Manager
Representatives: Weed & Company • New York Detroit Chicago San Francisco

CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 22)

Georgia (Cont'd)

Jenkins	1,330
Johnson	1,210
Jones	780
Lamar	1,140
Lanier	530
Laurens	3,360
Lee	870
Liberty	810
Lincoln	600
Long	430
Lowndes	4,110
Lumpkin	450
McDuffie	930
McIntosh	810
Macon	1,730
Madison	1,290
Marion	650
Meriwether	2,330
Miller	800
Milton (see Fulton)	
Mitchell	2,320
Monroe	1,180
Montgomery	880
Morgan	1,350
Murray	770
Muscogee	10,050
Newton	1,940
Oconee	710
Oglethorpe	1,150
Paulding	1,050
Peach	1,320
Pickens	980
Pierce	1,180
Pike	950
Polk	2,940
Pulaski	950
Putnam	860
Quitman	340
Rabun	610
Randolph	1,850
Richmond	13,300
Rockdale	750
Schley	470
Screven	1,870
Seminole	670
Spalding	3,250
Stephens	1,280
Stewart	1,120
Sumter	3,390
Talbot	850
Taliaferro	580
Tattnall	1,420
Taylor	1,010
Telfair	1,470
Terrell	1,990
Thomas	4,210
Tift	1,890
Toombs	1,710
Towns	350
Treutlen	640
Troup	4,780
Turner	1,080
Twiggs	730
Union	480
Upson	2,220
Walker	3,040
Walton	2,150
Ware	4,150
Warren	990
Washington	2,500
Wayne	1,390
Webster	430
Wheeler	780
White	520
Whitfield	2,460
Wilcox	1,220
Wilkes	1,720
Wilkinson	1,150
Worth	1,930

Idaho

Total Radio Homes: 98,700

Ada	9,690
Adams	640
Bannock	7,060
Bear Lake	1,500
Benewah	1,500
Bingham	3,460
Blaine	860
Boise	450
Bonner	3,190
Bonneville	3,990
Boundary	1,100
Butte	430
Camas	320
Canyon	7,160
Caribou	430
Cassia	2,470
Clark	220
Clearwater	1,350
Custer	740
Elmore	1,120
Franklin	1,700
Fremont	1,870
Gem	1,590
Gooding	1,520
Idaho	2,260
Jefferson	1,740
Jerome	1,630
Kootenai	4,910
Latah	4,100
Lemhi	1,150
Lewis	1,150
Lincoln	660
Madison	1,540
Minidoka	1,660
Nez Perce	4,320
Oneida	1,090
Owyhee	860
Payette	1,720
Power	940
Shoshone	4,640
Teton	630
Twin Falls	6,660
Valley	810
Washington	1,870

Idaho (Cont'd)

Illinois

Total Radio Homes: 1,857,100

Adams	15,900
Alexander	5,360
Bond	3,460
Boone	3,730
Brown	1,960
Bureau	9,060
Calhoun	1,630
Carroll	4,630
Cass	4,000
Champaign	15,790
Christian	8,800
Clark	4,250
Clay	3,640
Clinton	4,530
Coles	9,120
Cook	996,480
Crawford	4,940
Cumberland	2,370
De Kalb	8,120
De Witt	4,430
Douglas	4,160
Du Page	22,660
Edgar	6,000
Edwards	2,060
Effingham	4,150
Fayette	5,140
Ford	3,680
Franklin	13,220
Fulton	10,740
Gallatin	2,130
Greene	4,730
Grundy	4,160
Hamilton	2,780
Hancock	6,630
Hardin	1,440
Henderson	2,010
Henry	10,850
Iroquois	7,340
Jackson	8,020
Jasper	2,810
Jefferson	7,160
Jersey	2,870
Jo Daviess	4,880
Johnson	2,110
Kane	30,150
Kankakee	10,720
Kendall	2,400
Knox	13,170
Lake	23,920
La Salle	22,770
Lawrence	4,910
Lee	7,060
Livingston	8,460
Logan	6,930
McDonough	6,890
McHenry	8,170
McLean	17,740
Macon	20,370
Macoupin	11,710
Madison	34,190
Marion	8,640
Marshall	3,060
Mason	3,690
Massac	3,170
Menard	2,480
Mercer	3,960
Monroe	2,730
Montgomery	8,400
Morgan	7,460
Moultrie	2,880
Ogle	6,700
Peoria	33,880
Perry	5,240
Piatt	3,480
Pike	5,740
Pope	1,660
Pulaski	3,250
Putnam	1,160
Randolph	6,070
Richland	3,370
Rock Island	24,700
St. Clair	39,010
Saline	8,160
Sangamon	27,410
Schuyler	2,700
Scott	2,020
Shelby	5,990
Stark	2,100
Stephenson	9,920
Tazewell	10,780
Union	3,860
Vermilion	21,040
Wabash	3,130
Warren	5,300
Washington	3,560
Wayne	4,110
White	4,090
Whiteside	9,430
Will	24,550
Williamson	12,300
Winnebago	28,940
Woodford	4,190

Indiana

Total Radio Homes: 816,800

Adams	4,430
Allen	36,680
Bartholomew	6,330
Benton	2,760
Blackford	3,410
Boone	5,720
Brown	1,150
Carroll	3,930
Cass	8,820
Clark	7,570
Clay	6,530
Clinton	7,200
Crawford	2,280
Daviess	5,860
Dearborn	5,210
Decatur	4,490
De Kalb	6,460
Delaware	17,590
Dubois	4,520
Elkhart	18,110
Fayette	4,930
Floyd	9,050
Fountain	4,650
Franklin	3,330
Fulton	3,900
Gibson	7,070
Grant	13,090
Greene	7,660
Hamilton	6,210
Hancock	4,460
Harrison	3,790
Hendricks	4,890
Henry	8,940
Howard	11,900
Huntington	7,430
Jackson	5,680
Jasper	3,000
Jay	5,190
Jefferson	4,540
Jennings	2,770
Johnson	5,520
Knox	10,500
Kosciusko	7,140
Lagrange	3,280
Lake	61,110
La Porte	14,530
Lawrence	8,490
Madison	21,110
Marion	115,670
Marshall	6,180
Martin	2,180
Miami	7,500
Monroe	8,800
Montgomery	7,170
Morgan	4,930
Newton	2,420
Noble	5,830
Ohio	970
Orange	4,060
Owen	2,830
Parke	4,160
Perry	3,670
Pike	3,950
Porter	5,790
Posey	4,300
Pulaski	2,550
Putnam	5,050
Randolph	6,590
Ripley	4,320
Rush	4,830
St. Joseph	39,710
Scott	1,620
Shelby	6,930
Spencer	3,820
Starke	2,580
Steuben	3,620
Sullivan	6,870
Switzerland	2,060
Tippecanoe	12,300
Tipton	3,800
Union	1,560
Vanderburg	28,860
Vermillion	6,060
Vigo	26,350
Wabash	6,530
Warren	2,210
Warrick	4,970
Washington	3,810
Wayne	14,330
Wells	4,570
White	3,970
Whitley	4,010

Iowa

Total Radio Homes: 577,800

Adair	3,110
Adams	2,320
Allamakee	3,610
Appanoose	5,950
Audubon	2,550
Benton	5,290
Black Hawk	17,130
Boone	6,740
Bremer	3,920
Buchanan	4,210
Buena Vista	4,290
Butler	3,880
Calhoun	3,890
Carroll	4,650
Cass	4,640

Iowa (Cont'd)

Cedar	3,860
Cerro Gordo	9,050
Cherokee	3,730
Chickasaw	3,170
Clarke	2,470
Clay	3,620
Clayton	5,460
Clinton	10,990
Crawford	4,500
Dallas	6,080
Davis	2,580
Decatur	3,340
Delaware	3,960
Des Moines	10,050
Dickinson	2,350
Dubuque	14,010
Emmet	2,780
Fayette	6,780
Floyd	4,800
Franklin	3,540
Fremont	3,380
Greene	3,690
Grundy	2,940
Guthrie	3,910
Hamilton	4,520
Hancock	2,950
Hardin	5,360
Harrison	5,450
Henry	4,020
Howard	2,880
Humboldt	2,780
Ida	2,520
Iowa	3,960
Jackson	4,320
Jasper	7,690
Jefferson	4,020
Johnson	7,420
Jones	4,020
Keokuk	4,660
Kossuth	5,010
Lee	10,380
Linn	21,480
Louisa	2,680
Lucas	3,590
Lyon	2,950
Madison	3,380
Mahaska	6,290
Marion	5,990
Marshall	8,070
Mills	3,160
Mitchell	3,170
Monona	3,820
Monroe	3,370
Montgomery	4,060
Muscatine	7,740
O'Brien	4,120
Osceola	1,990
Page	5,860
Palo Alto	3,110
Plymouth	4,980
Pocahontas	3,190
Polk	45,010
Pottawattamie	16,640
Powesniek	4,460
Ringgold	2,760
Sac	3,890
Scott	20,210
Shelby	3,510
Sioux	5,240
Story	7,440
Tama	5,120
Taylor	3,540
Union	4,360
Van Buren	3,100
Wapello	10,190
Warren	4,220
Washington	4,740
Wayne	3,370
Webster	9,500
Winnebago	2,580
Winneshiek	4,640
Woodbury	24,390
Worth	2,290
Wright	4,490

Kansas

Total Radio Homes: 367,800

Allen	4,510
Anderson	2,420
Atchison	4,950
Barber	1,730
Barton	3,730
Bourbon	4,540
Brown	3,890
Butler	7,130
Chase	1,150
Chautauqua	1,820
Cherokee	6,280
Cheyenne	950
Clark	760
Clay	2,790
Cloud	3,420
Coffey	2,340
Comanche	840
Cowley	8,860
Crawford	10,490
Decatur	1,410
Dickinson	5,050
Doniphan	2,210
Douglas	5,750
Edwards	1,260
Elk	1,570
Ellis	2,260
Ellsworth	1,630
Finney	2,040

Kansas (Cont'd)

Ford	4,010
Franklin	4,560
Geary	2,830
Gove	760
Graham	1,090
Grant	480
Gray	850
Greeley	270
Greenwood	3,540
Hamilton	540
Harper	2,330
Harvey	4,510
Haskell	390
Hodgeman	570
Jackson	2,580
Jefferson	2,350
Jewell	2,360
Johnson	5,290
Kearney	490
Kingman	1,980
Kiowa	930
Labette	6,470
Lane	500
Leavenworth	7,060
Lincoln	1,460
Linn	2,290
Logan	650
Lyon	5,990
McPherson	4,280
Marion	3,380
Marshall	4,100
Meade	1,050
Miami	3,940
Mitchell	2,320
Montgomery	11,820
Morris	2,040
Morton	650
Nemaha	2,890
Neosho	4,640
Ness	1,190
Norton	2,000
Osage	3,040
Osborne	1,910
Ottawa	1,770
Pawnee	1,770
Phillips	1,980
Pottawatomie	2,560
Pratt	2,590
Rawlins	1,060
Reno	9,910
Republic	2,490
Rice	2,640
Riley	4,200
Rooks	1,530
Rush	1,340
Russell	1,730
Saline	6,400
Scott	640
Sedgwick	32,850
Seward	1,550
Shawnee	19,960
Sheridan	800
Sherman	1,400
Smith	2,200
Stafford	1,690
Stanton	310
Stevens	680
Sumner	5,470
Thomas	1,200
Trego	870
Wabaunsee	1,700
Wallace	430
Washington	2,760
Wichita	340
Wilson	3,650
Woodson	1,430
Wyandotte	33,740

Kentucky

Total Radio Homes: 494,900

Adair	2,540
Allen	2,590
Anderson	1,550
Ballard	1,740
Barren	4,520
Bath	1,820
Bell	6,280
Boone	1,880
Bourbon	3,790
Boyd	9,690
Boyle	3,380
Bracken	1,790
Breathitt	2,660
Breckinridge	2,980
Bullitt	1,540
Butler	1,960
Caldwell	2,670
Calloway	3,100
Campblee	19,760
Carlisle	1,330
Carroll	1,570
Carter	3,380
Casey	2,340
Christian	6,330
Clark	3,780
Clay	2,310
Clinton	1,290
Crittenden	2,080
Cumberland	1,470
Daviess	9,020
Edmonson	1,680
Elliott	940
Estill	2,690
Fayette	16,360
Fleming	2,360
Floyd	6,180
Franklin	3,820
Fulton	2,850
Gallatin	850
Garrard	1,920
Grant	1,900
Graves	5,700
Grayson	2,760
Green	1,860
Greenup	3,640
Hancock	1,100
Hardin	3,690
Harlan	10,220
Harrison	3,050
Hart	2,630
Henderson	5,240
Henry	2,410
Hickman	1,490
Hopkins	7,470
Jackson	1,400
Jefferson	91,040
Jessamine	2,380
Johnson	3,300
Kenton	24,660
Knott	1,830
Knox	3,890
Larue	1,520
Laurel	3,010
Lawrence	2,300
Lee	1,380
Leslie	1,270
Letcher	5,290
Lewis	2,250
Lincoln	2,910
Livingston	1,460
Logan	3,970
Lyon	1,240
McCracken	10,470
McCreary	2,110
McLean	1,950
Madison	4,970
Magoffin	2,100
Marion	2,510
Marshall	2,160
Martin	1,080
Mason	3,960
Meade	1,300
Menifee	650
Mercer	2,760
Metcalfe	1,500
Monroe	1,950
Montgomery	2,350
Morgan	2,050
Muhlenberg	6,590
Nelson	2,600
Nicholas	1,630
Ohio	4,270
Oldham	1,400
Owen	1,910
Owsley	960
Pendleton	2,000
Perry	6,280
Pike	8,980
Powell	850
Pulaski	5,550
Robertson	610
Rockcastle	2,170
Rowan	1,580
Russell	1,670
Scott	2,950
Shelby	3,400
Simpson	2,120
Spencer	1,070
Taylor	2,050
Todd	2,430
Trigg	1,960
Trimble	960
Union	3,100
Warren	6,710
Washington	1,920
Wayne	2,250
Webster	4,100
Whitley	4,810
Wolfe	1,080
Woodford	2,080

Louisiana

Total Radio Homes: 297,100

Acadia	4,430
Allen	1,790
Ascension	2,120
Assumption	1,730
Avoyelles	3,430
Beauregard	1,790
Bienville	2,370
Bossier	3,310
Caddo	22,060
Calcasieu	5,980
Caldwell	1,050
Cameron	580
Catahoula	1,270
Claiborne	3,470
Concordia	1,790
De Soto	3,450
East Baton Rouge	10,550
East Carrroll	2,070
East Feliciana	1,510
Evangeline	2,530
Franklin	3,040
Grant	1,870
Iberia	3,310
Iberville	3,060
Jackson	1,460
Jefferson	5,500
Jefferson Davis	2,280
Lafayette	4,680
Lafourche	3,230

"DAMN!"*
--Says You

"WHY ain't I," you ask yourself guiltily, "sopping my bread in that gravy?" Well, we'd like to know too! You sit there with your teeth sunk to the hilt in a Luscious Jumbo Statistic, dewy fresh from our deluxe spiral-bound orchard in the Heart of the Rich Ohio Valley. You know now, at long last, how truly delicious a genuine heartfelt statistic can be.

You are solemnly vowing you'll never again taste a morsel of the deceptively sweet Hyperbole which so often causes dreadful spells of doghouse mouth. (For heaven's sake, remember this the next time you are tempted!)

You have been told time and again that Kentucky farmers have pocketed (in the last five months) over $61,000,000 cash money for their 1937 tobacco crop.

You should be aware that over 2,000 Kentucky farmers have hooked up with rural electric service in the last few months, and that 17,000 more are scheduled to be hooked up in the next eighteen months.

You are being prodded with the report that Kentucky and southern Indiana strawberry growers will collect some $5,000,000 this spring for their crop.

You can safely believe that the map above shows approximately our proved primary listening area, and that our regular audience lives in some 330 counties in Kentucky, Indiana, Illinois, Ohio and Tennessee.

You can be reasonably certain we are panting to prove that you can tell and sell the most people in this area more economically and satisfactorily by using our big popular pioneer station.

Yet you sit there and ask: "Why ain't I sopping my bread in that gravy?" . . . . . the rich thick consumer gravy we are practically pouring over the front of your new satin cravat from Adam's apple to zipper handle.

We ask you!

●

Ours is a 50,000-watt station with nationally cleared channel. To hear us, dial 820 kilocycles. We are a Columbia Broadcasting System outlet. Our national representative is Edward Petry & Company.

** A hypothetical soliliquy, of course. If we offend by attributing to you language you consider unfit for radio ears, accept our apology. Our next piece will introduce the latest Fancy Mixed Metaphor Statistics so popular in trade plugs this season.*

STATION

WHAS

LOUISVILLE

COURIER - JOURNAL & LOUISVILLE TIMES STATION

CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 24)

Louisiana (Cont'd)

La Salle	1,340
Lincoln	2,520
Livingston	1,730
Madison	1,870
Morehouse	2,930
Natchitoches	4,120
Orleans	98,660
Ouachita	8,970
Plaquemines	1,010
Pointe Coupee	2,270
Rapides	8,650
Red River	1,670
Richland	2,760
Sabine	2,330
St. Bernard	700
St. Charles	1,390
St. Helena	740
St. James	1,740
St. John the Baptist	1,560
St. Landry	6,050
St. Martin	2,080
St. Mary	3,570
St. Tammany	2,760
Tangipahoa	5,270
Tensas	1,810
Terrebonne	3,310
Union	2,020
Vermilion	3,400
Vernon	2,180
Washington	3,940
Webster	3,470
West Baton Rouge	1,200
West Carroll	1,350
West Feliciana	990
Winn	1,680

Maine

Total Radio Homes: 201,100

Androscoggin	17,720
Aroostook	17,320
Cumberland	34,650
Franklin	5,290
Hancock	8,830
Kennebec	17,290
Knox	8,160
Lincoln	4,630
Oxford	10,430
Penobscot	22,670
Piscataquis	4,920
Sagadahoc	4,620
Somerset	10,060
Waldo	5,600
Washington	9,650
York	19,260

Maryland

Total Radio Homes: 355,100

Allegany	16,220
Anne Arundel	10,300
Baltimore	24,050
Baltimore City	187,770
Calvert	1,770
Caroline	3,860
Carroll	7,290
Cecil	5,150
Charles	2,830
Dorchester	5,470
Frederick	11,170
Garrett	3,610
Harford	6,330
Howard	3,120
Kent	3,120
Montgomery	10,490
Prince Georges	12,120
Queen Annes	3,090
St. Marys	2,590
Somerset	4,940
Talbot	4,180
Washington	14,160
Wicomico	6,830
Worcester	4,640

Massachusetts

Total Radio Homes: 1,019,200

Barnstable	9,550
Berkshire	29,990
Bristol	87,060
Dukes	1,510
Essex	123,560
Franklin	12,840
Hampden	81,090
Hampshire	16,730
Middlesex	223,760
Nantucket	1,060
Norfolk	73,210
Plymouth	42,530
Suffolk	200,230
Worcester	116,080

Michigan

Total Radio Homes: 1,122,200

Alcona	1,050
Alger	1,680
Allegan	9,510
Alpena	3,910
Antrim	2,350
Arenac	1,690
Baraga	1,810
Barry	5,520
Bay	15,200
Benzie	1,660
Berrien	20,200
Branch	6,370
Calhoun	21,980

Michigan (Cont'd)

Cass	5,400
Charlevoix	2,760
Cheboygan	2,560
Chippewa	5,140
Clare	1,680
Clinton	5,790
Crawford	730
Delta	6,740
Dickinson	6,210
Eaton	8,320
Emmet	3,490
Genesee	49,020
Gladwin	1,570
Gogebic	6,040
Grand Traverse	4,370
Gratiot	7,150
Hillsdale	7,240
Houghton	10,740
Huron	6,620
Ingham	28,860
Ionia	8,350
Iosco	1,760
Iron	4,100
Isabella	4,620
Jackson	22,360
Kalamazoo	22,250
Kalkaska	920
Kent	59,010
Keweenaw	1,020
Lake	1,020
Lapeer	5,920
Leelanau	1,740
Lenawee	12,720
Livingston	4,710
Luce	1,040
Mackinac	1,880
Macomb	17,660
Manistee	4,140
Marquette	9,280
Mason	4,380
Mecosta	3,800
Menominee	4,970
Midland	4,140
Missaukee	1,490
Monroe	11,970
Montcalm	7,000
Montmorency	610
Muskegon	19,860
Newaygo	4,060
Oakland	49,310
Oceana	3,340
Ogemaw	1,480
Ontonagon	2,200
Osceola	2,980
Oscoda	360
Otsego	1,160
Ottawa	12,770
Presque Isle	2,140
Roscommon	540
Saginaw	27,570
St. Clair	16,290
St. Joseph	8,230
Sanilac	6,360
Schoolcraft	1,760
Shiawassee	9,600
Tuscola	7,330
Van Buren	8,640
Washtenaw	17,130
Wayne	428,960
Wexford	3,910

Minnesota

Total Radio Homes: 556,900

Aitkin	2,960
Anoka	3,790
Becker	4,260
Beltrami	4,180
Benton	2,770
Big Stone	1,890
Blue Earth	7,540
Brown	5,030
Carlton	4,310
Carver	3,400
Cass	3,070
Chippewa	3,120
Chisago	2,810
Clay	4,640
Clearwater	1,790
Cook	520
Cottonwood	2,810
Crow Wing	5,600
Dakota	7,250
Dodge	2,500
Douglas	3,850
Faribault	4,460
Fillmore	5,350
Freeborn	6,010
Goodhue	6,820
Grant	1,800
Hennepin	128,770
Houston	2,830
Hubbard	1,960
Isanti	2,360
Itasca	5,340
Jackson	2,950
Kanabec	1,650
Kandiyohi	4,530
Kittson	1,770
Koochiching	2,990
Lac qui Parle	2,790
Lake	1,720
Lake of the Woods	900
Le Sueur	4,010

Minnesota (Cont'd)

Lincoln	2,050
Lyon	3,880
McLeod	4,290
Mahnomen	1,060
Marshall	3,070
Martin	4,610
Meeker	3,550
Mille Lacs	2,890
Morrison	4,650
Mower	6,150
Murray	2,450
Nicollet	3,090
Nobles	3,610
Norman	2,600
Olmsted	7,360
Otter Tail	9,380
Pennington	2,100
Pine	3,940
Pipestone	2,520
Polk	6,850
Pope	2,490
Ramsey	71,650
Red Lake	1,170
Redwood	3,970
Renville	4,470
Rice	6,120
Rock	2,190
Roseau	2,300
St. Louis	45,600
Scott	2,820
Sherburne	1,710
Sibley	3,070
Stearns	11,230
Steele	3,940
Stevens	1,860
Swift	2,740
Todd	4,980
Traverse	1,530
Wabasha	3,810
Wadena	2,160
Waseca	3,030
Washington	5,440
Watonwan	2,660
Wilkin	1,800
Wiona	8,390
Wright	5,470
Yellow Medicine	3,100

Mississippi

Total Radio Homes: 207,000

Adams	3,580
Alcorn	2,660
Amite	1,540
Attala	2,380
Benton	750
Bolivar	7,250
Calhoun	1,490
Carroll	1,530
Chickasaw	1,810
Choctaw	970
Claiborne	1,180
Clarke	1,770
Clay	1,940
Coahoma	5,600
Copiah	2,810
Covington	1,160
De Soto	2,120
Forrest	4,650
Franklin	1,130
George	620
Greene	980
Grenada	1,840
Hancock	1,390
Harrison	7,040
Hinds	12,510
Holmes	3,710
Humphreys	2,520
Issaquena	550
Itawamba	1,380
Jackson	2,050
Jasper	1,390
Jefferson	1,280
Jefferson Davis	1,040
Jones	5,040
Kemper	1,700
Lafayette	1,910
Lamar	1,230
Lauderdale	7,840
Lawrence	980
Leake	1,700
Lee	3,720
Leflore	6,090
Lincoln	2,610
Lowndes	3,800
Madison	3,380
Marion	1,920
Marshall	2,080
Monroe	3,680
Montgomery	1,510
Neshoba	2,260
Newton	1,880
Noxubee	2,220
Oktibbeha	1,830
Panola	2,550
Pearl River	2,100
Perry	730
Pike	3,770
Pontotoc	1,780
Prentiss	1,540
Quitman	2,200
Rankin	1,740
Scott	1,770
Sharkey	1,360
Simpson	1,760
Smith	1,400
Stone	530

Mississippi (Cont'd)

Sunflower	6,040
Tallahatchie	3,150
Tate	1,490
Tippah	1,470
Tishomingo	1,370
Tunica	2,030
Union	2,000
Walthall	990
Warren	6,340
Washington	7,070
Wayne	1,220
Webster	990
Wilkinson	1,250
Winston	1,880
Yalobusha	1,870
Yazoo	2,610

Missouri

Total Radio Homes: 822,800

Adair	4,290
Andrew	2,420
Atchison	2,280
Audrain	4,910
Barry	3,910
Barton	2,700
Bates	4,170
Benton	1,970
Bollinger	1,690
Boone	7,340
Buchanan	25,550
Butler	4,330
Caldwell	2,480
Callaway	3,370
Camden	1,360
Cape Girardeau	6,750
Carroll	3,930
Carter	820
Cass	4110
Cedar	1,990
Chariton	3,360
Christian	2,050
Clark	2,000
Clay	6,330
Clinton	2,970
Cole	6,060
Cooper	3,850
Crawford	1,750
Dade	2,030
Dallas	1,540
Daviess	2,650
DeKalb	1,900
Dent	1,680
Douglas	1,860
Dunklin	5,470
Franklin	5,820
Gasconade	2,210
Gentry	2,740
Greene	20,610
Grundy	3,630
Harrison	3,110
Henry	4,840
Hickory	1,060
Holt	2,350
Howard	2,750
Howell	3,400
Iron	1,570
Jackson	131,600
Jasper	18,860
Jefferson	5,630
Johnson	4,550
Knox	1,800
Laclede	2,800
Lafayette	5,890
Lawrence	4,480
Lewis	2,500
Lincoln	2,610
Linn	5,250
Livingston	3,840
McDonald	2,210
Macon	4,700
Madison	1,660
Maries	1,150
Marion	8,280
Mercer	1,600
Miller	2,900
Mississippi	2,570
Moniteau	2,220
Monroe	2,620
Montgomery	2,500
Morgan	1,790
New Madrid	4,400
Newton	4,950
Nodaway	5,170
Oregon	1,800
Osage	1,770
Ozark	1,230
Pemiscot	5,750
Perry	2,130
Pettis	8,140
Phelps	2,800
Pike	3,970
Platte	2,540
Polk	3,010
Pulaski	1,770
Putnam	1,970
Ralls	1,910
Randolph	6,580
Ray	3,950
Reynolds	1,230
Ripley	1,620
St. Charles	4,970
St. Clair	2,300
St. Francois	6,720
St. Louis	49,150
St. Louis City	230,130

Missouri (Cont'd)

Ste. Genevieve	1,720
Saline	6,300
Schuyler	1,350
Scotland	1,670
Scott	4,500
Shannon	1,570
Shelby	2,380
Stoddard	4,140
Stone	1,700
Sullivan	2,600
Taney	1,450
Texas	2,740
Vernon	4,920
Warren	1,380
Washington	2,310
Wayne	1,790
Webster	2,500
Worth	1,160
Wright	2,590

Montana

Total Radio Homes: 114,600

Beaverhead	1,340
Big Horn	1,580
Blaine	1,720
Broadwater	600
Carbon	2,510
Carter	800
Cascade	9,340
Chouteau	1,820
Custer	2,490
Daniels	1,040
Dawson	1,930
Deer Lodge	3,420
Fallon	830
Fergus	3,550
Flathead	4,300
Gallatin	3,580
Garfield	940
Glacier	1,100
Golden Valley	440
Granite	750
Hill	2,880
Jefferson	860
Judith Basin	990
Lake	1,940
Lewis and Clark	4,440
Liberty	490
Lincoln	1,510
McCone	910
Madison	1,280
Meagher	530
Mineral	410
Missoula	5,030
Musselshell	1,510
Park	2,590
Petroleum	440
Phillips	1,700
Pondera	1,370
Powder River	770
Powell	1,330
Prairie	600
Ravalli	2,170
Richland	1,790
Roosevelt	2,010
Rosebud	1,490
Sanders	1,330
Sheridan	1,740
Silver Bow	13,170
Stillwater	1,200
Sweet Grass	780
Teton	1,240
Toole	1,490
Treasure	320
Valley	2,160
Wheatland	730
Wibaux	520
Yellowstone	6,900
Yellowstone National Park	10

Nebraska

Total Radio Homes: 284,100

Adams	5,480
Antelope	2,770
Arthur	210
Banner	280
Blaine	280
Boone	2,660
Box Butte	2,560
Boyd	1,280
Brown	1,110
Buffalo	5,240
Burt	2,500
Butler	2,780
Cass	3,750
Cedar	2,890
Chase	980
Cherry	1,920
Cheyenne	1,970
Clay	2,810
Colfax	2,350
Cuming	2,510
Custer	4,850
Dakota	1,850
Dawes	2,350
Dawson	3,540
Deuel	730
Dixon	2,000
Dodge	5,660
Douglas	55,840
Dundy	1,000
Fillmore	2,640
Franklin	1,830
Frontier	1,510

Nebraska (Cont'd)

Furnas	2,470
Gage	6,370
Garden	930
Garfield	630
Gosper	760
Grant	290
Greeley	1,410
Hall	6,120
Hamilton	2,470
Harlan	1,720
Hayes	610
Hitchcock	1,350
Holt	2,910
Hooker	230
Howard	1,890
Jefferson	3,340
Johnson	1,850
Kearney	1,590
Keith	1,290
Keyapaha	550
Kimball	870
Knox	3,380
Lancaster	23,500
Lincoln	5,040
Logan	340
Loup	300
McPherson	250
Madison	5,350
Merrick	2,120
Morrill	1,680
Nance	1,600
Nemaha	2,640
Nuckolls	2,560
Otoe	4,210
Pawnee	1,860
Perkins	1,020
Phelps	2,060
Pierce	1,970
Platte	3,880
Polk	1,960
Redwillow	2,890
Richardson	4,080
Rock	590
Saline	3,630
Sarpy	1,900
Saunders	4,090
Scotts Bluff	5,400
Seward	3,150
Sheridan	2,010
Sherman	1,620
Sioux	790
Stanton	1,380
Thayer	2,680
Thomas	290
Thurston	1,720
Valley	1,820
Washington	2,420
Wayne	1,960
Webster	2,040
Wheeler	370
York	3,560

Nevada

Total Radio Homes: 28,500

Churchill	1,600
Clark	2,880
Douglas	500
Elko	2,880
Esmeralda	520
Eureka	430
Humboldt	1,270
Lander	710
Lincoln	980
Lyon	1,180
Mineral	720
Nye	1,710
Ormsby	680
Pershing	810
Storey	280
Washoe	8,050
White Pine	3,300

New Hampshire

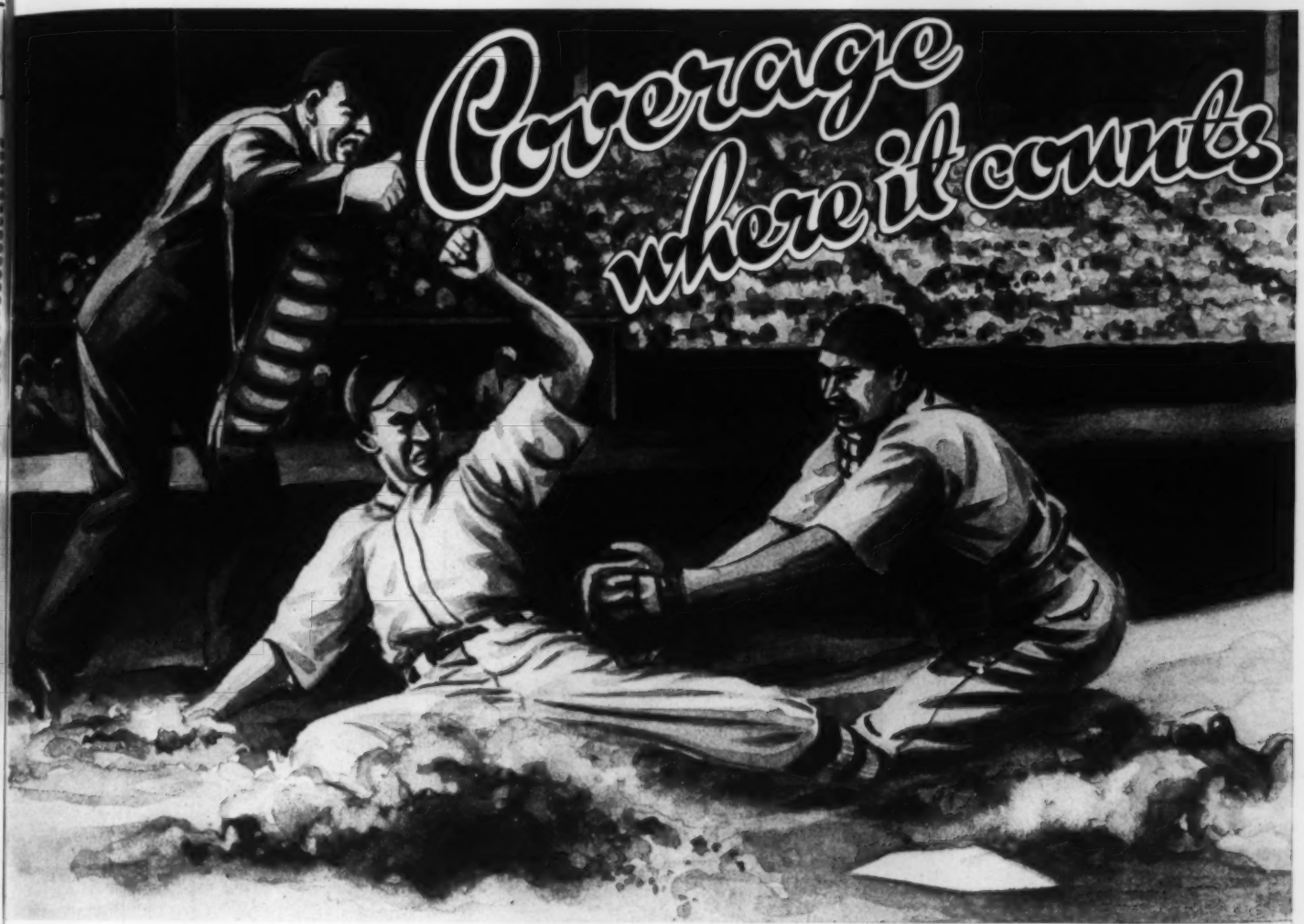
Total Radio Homes: 124,400

Belknap	6,290
Carroll	4,340
Cheshire	9,200
Coos	9,320
Grafton	11,890
Hillsborough	36,360
Merrimack	15,070
Rockingham	15,250
Strafford	10,170
Sullivan	6,510

New Jersey

Total Radio Homes: 1,022,500

Atlantic	33,120
Bergen	96,620
Burlington	23,350
Camden	63,410
Cape May	8,500
Cumberland	18,340
Essex	212,560
Gloucester	18,140
Hudson	170,920
Hunterdon	9,410
Mercer	43,710
Middlesex	49,230
Monmouth	40,070
Morris	27,020
Ocean	9,450
Passaic	77,660
Salem	9,320



At Home Plate in the Detroit Market

In a great market as in a ball park, "HOME" is the place where important results are determined —the place where the "hits" are made, where the winning runs are scored, *where final buying decisions are reached.*

Detroit is a city of HOMES. It contains 397,122 families and 57% of them live in single houses.* What a market for home furnishings, electrical appliances, food products, heating units, refrigerators!

And what an opportunity WWJ offers the radio advertiser wishing to sell this vast market of home makers! For WWJ is the HOME radio station of Detroit—there can be no doubt about that. A telephone survey of a cross section of one thousand Detroit radio listeners made in March, 1938, revealed that more than half the people called were listening to their radios, and *of all those litsening 73.4% were tuned to WWJ!***

But that isn't all. *In addition to WWJ's vast Detroit audience* this station also offers the advertiser a potential audience of *more than two million people* outside of Detroit but within the WWJ primary coverage area.†

*From a 1936 Ross-Federal Survey.

**George O. Hacket, independent market analyst.
†Standard Coverage, Market Data Service.

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 26)

New Jersey (Cont'd)

Somerset	15,580
Sussex	7,270
Union	75,800
Warren	13,020

New Mexico

Total Radio Homes: 62,300

Bernalillo	8,780
Catron	440
Chaves	3,560
Colfax	2,980
Curry	2,700
De Baca	380
Dona Ana	3,730
Eddy	2,280
Grant	2,880
Guadalupe	870
Harding	520
Hidalgo	670
Lea	850
Lincoln	880
Luna	1,160
McKinley	3,030
Mora	1,120
Otero	1,500
Quay	1,680
Rio Arriba	2,520
Roosevelt	1,450
Sandoval	1,310
San Juan	1,660
San Miguel	3,520
Santa Fe	3,390
Sierra	710
Socorro	1,260
Taos	1,740
Torrance	1,200
Union	1,510
Valencia	2,020

New York

Total Radio Homes: 3,132,300

Albany	55,630
Allegany	10,190
Bronx	326,360
Broome	35,550
Cattaraugus	18,270
Cayuga	16,620
Chautauqua	32,920
Chemung	19,210
Chenango	9,350
Clinton	9,780
Columbia	10,650
Cortland	8,460
Delaware	10,660
Dutchess	24,790
Erie	182,850
Essex	7,790
Franklin	10,170
Fulton	12,900
Genesee	10,740
Greene	7,230
Hamilton	970
Herkimer	16,020
Jefferson	21,680
Kings	620,000
Lewis	5,610
Livingston	8,890
Madison	10,720
Monroe	106,720
Montgomery	14,810
Nassau	75,450
New York	461,300
Niagara	35,030
Oneida	47,740
Onondaga	72,790
Ontario	13,810
Orange	32,120
Orleans	7,550
Oswego	17,610
Otsego	12,930
Putnam	3,350
Queens	284,480
Rensselaer	30,950
Richmond	35,970
Rockland	13,550
St. Lawrence	21,220
Saratoga	16,110
Schenectady	31,630
Schoharie	5,460
Schuyler	3,500
Seneca	5,880
Steuben	21,800
Suffolk	37,740
Sullivan	9,290
Tioga	6,930
Tompkins	11,140
Ulster	21,150
Warren	9,150
Washington	11,510
Wayne	13,440
Westchester	124,110
Wyoming	7,430
Yates	4,640

North Carolina

Total Radio Homes: 408,600

Alamance	5,650
Alexander	1,320
Alleghany	790
Anson	3,160
Ashe	2,100
Avery	1,180
Beaufort	4,430
Bertie	2,580

No. Carolina (Cont'd)

Bladen	2,330
Brunswick	1,830
Buncombe	16,660
Burke	3,320
Cabarrus	5,500
Caldwell	3,330
Camden	610
Carteret	2,430
Caswell	1,660
Catawba	5,680
Chatham	2,570
Cherokee	1,670
Chowan	1,470
Clay	550
Cleveland	6,340
Columbus	3,980
Craven	4,440
Cumberland	5,630
Currituck	800
Dare	710
Davidson	6,390
Davie	1,590
Duplin	3,720
Durham	12,550
Edgecombe	6,170
Forsyth	20,020
Franklin	3,030
Gaston	10,400
Gates	1,060
Graham	580
Granville	3,150
Greene	1,720
Guilford	22,740
Halifax	5,710
Harnett	4,110
Haywood	3,540
Henderson	3,140
Hertford	1,770
Hoke	1,340
Hyde	920
Iredell	6,260
Jackson	1,820
Johnston	6,030
Jones	990
Lee	2,130
Lenoir	4,640
Lincoln	2,580
McDowell	2,280
Macon	1,460
Madison	2,060
Martin	2,500
Mecklenburg	23,520
Mitchell	1,440
Montgomery	1,780
Moore	3,360
Nash	6,370
New Hanover	8,330
Northampton	2,690
Onslow	1,570
Orange	2,890
Pamlico	1,120
Pasquotank	3,030
Pender	1,670
Perquimans	1,180
Person	2,280
Pitt	6,430
Polk	1,190
Randolph	4,380
Richmond	4,250
Robeson	7,120
Rockingham	6,060
Rowan	8,250
Rutherford	4,670
Sampson	4,190
Scotland	2,350
Stanly	3,570
Stokes	2,200
Surry	4,640
Swain	1,230
Transylvania	1,190
Tyrrell	570
Union	4,650
Vance	3,250
Wake	13,650
Warren	2,240
Washington	1,270
Watauga	1,560
Wayne	6,850
Wilkes	3,720
Wilson	5,800
Yadkin	1,890
Yancey	1,470

North Dakota

Total Radio Homes: 119,600

Adams	1,080
Barnes	3,570
Benson	2,290
Billings	480
Bottineau	2,610
Bowman	930
Burke	1,710
Burleigh	3,830
Cass	10,030
Cavalier	2,380
Dickey	1,840
Divide	1,670
Dunn	1,440
Eddy	1,030
Emmons	1,830
Foster	1,090
Golden Valley	760
Grand Forks	6,570
Grant	1,590
Griggs	1,160
Hettinger	1,370

No. Dakota (Cont'd)

Kidder	1,250
La Moure	1,930
Logan	1,190
McHenry	2,600
McIntosh	1,450
McKenzie	1,730
McLean	2,950
Mercer	1,450
Morton	3,420
Mountrail	2,390
Nelson	1,690
Oliver	650
Pembina	2,540
Pierce	1,440
Ramsey	2,980
Ransom	1,900
Renville	1,290
Richland	3,740
Rolette	1,710
Sargent	1,630
Sheridan	1,140
Sioux	750
Slope	740
Stark	2,620
Steele	1,140
Stutsman	4,600
Towner	1,390
Traill	2,130
Walsh	3,400
Ward	6,620
Wells	2,190
Williams	3,690

Ohio

Total Radio Homes: 1,641,500

Adams	4,990
Allen	17,460
Ashland	7,320
Ashtabula	17,230
Athens	10,230
Auglaize	7,060
Belmont	21,880
Brown	5,330
Butler	27,530
Carroll	3,990
Champaign	6,460
Clark	22,890
Clermont	7,960
Clinton	5,870
Columbiana	21,580
Coshocton	7,380
Crawford	9,250
Cuyahoga	295,030
Darke	9,690
Defiance	5,720
Delaware	6,700
Erie	10,850
Fairfield	10,830
Fayette	5,320
Franklin	9,880
Fulton	5,950
Gallia	4,980
Geauga	3,790
Greene	8,300
Guernsey	10,150
Hamilton	153,830
Hancock	10,760
Hardin	7,190
Harrison	4,710
Henry	5,530
Highland	6,900
Hocking	4,780
Holmes	3,940
Huron	8,920
Jackson	5,870
Jefferson	19,760
Knox	7,880
Lake	10,320
Lawrence	9,710
Licking	16,010
Logan	7,750
Lorain	25,670
Lucas	85,940
Madison	4,760
Mahoning	52,780
Marion	11,640
Medina	7,540
Meigs	5,910
Mercer	5,670
Miami	13,460
Monroe	4,320
Montgomery	68,570
Morgan	3,490
Morrow	3,980
Muskingum	17,420
Noble	3,660
Ottawa	6,160
Paulding	3,770
Perry	7,440
Pickaway	5,960
Pike	3,040
Portage	10,600
Preble	5,990
Putnam	5,780
Richland	16,270
Ross	10,460
Sandusky	10,290
Scioto	18,440
Seneca	11,700
Shelby	6,070
Stark	53,510
Summit	82,210
Trumbull	27,960
Tuscarawas	17,040
Union	4,990
Van Wert	6,670
Vinton	2,370

Ohio (Cont'd)

Warren	6,770
Washington	10,810
Wayne	11,850
Williams	6,530
Wood	12,660
Wyandot	4,890

Oklahoma

Total Radio Homes: 454,300

Adair	2,170
Alfalfa	2,710
Atoka	2,240
Beaver	1,890
Beckham	5,230
Blaine	3,430
Bryan	5,290
Caddo	8,360
Canadian	5,340
Carter	7,980
Cherokee	2,630
Choctaw	3,970
Cimarron	950
Cleveland	4,580
Coal	1,860
Comanche	6,300
Cotton	2,490
Craig	2,860
Creek	12,130
Custer	4,960
Delaware	2,300
Dewey	2,240
Ellis	1,870
Garfield	10,330
Garvin	4,990
Grady	8,270
Grant	2,660
Greer	3,410
Harmon	2,240
Harper	1,350
Haskell	2,400
Hughes	5,090
Jackson	5,180
Jefferson	2,820
Johnston	2,100
Kay	11,040
Kingfisher	2,990
Kiowa	5,160
Latimer	1,790
Le Flore	6,860
Lincoln	5,710
Logan	5,560
Love	1,510
McClain	3,260
McCurtain	5,450
McIntosh	3,650
Major	2,090
Marshall	1,740
Mayes	2,770
Murray	2,240
Muskogee	12,960
Noble	2,950
Nowata	2,380
Okfuskee	4,680
Oklahoma	54,080
Okmulgee	10,690
Osage	8,940
Ottawa	7,500
Pawnee	3,610
Payne	7,630
Pittsburg	8,460
Pontotoc	5,770
Pottawatomie	13,240
Pushmataha	2,400
Roger Mills	2,200
Rogers	3,220
Seminole	15,090
Sequoyah	2,890
Stephens	6,030
Texas	2,450
Tillman	4,340
Tulsa	45,550
Wagoner	3,510
Washington	6,170
Washita	4,820
Woods	3,400
Woodward	2,900

Oregon

Total Radio Homes: 285,400

Baker	4,930
Benton	4,820
Clackamas	14,530
Clatsop	6,000
Columbia	5,840
Coos	8,600
Crook	950
Curry	1,070
Deschutes	4,340
Douglas	6,960
Gilliam	950
Grant	1,830
Harney	1,780
Hood River	2,650
Jackson	10,230
Jefferson	630
Josephine	3,680
Klamath	9,180
Lake	1,410
Lane	16,330
Lincoln	3,060
Linn	7,610
Malheur	3,130
Marion	16,830
Morrow	1,400
Multnomah	102,890
Polk	4,960

Oregon (Cont'd)

Sherman	810
Tillamook	3,500
Umatilla	6,840
Union	5,050
Wallowa	2,180
Wasco	3,760
Washington	9,210
Wheeler	710
Yamhill	6,750

Pennsylvania

Total Radio Homes: 2,206,400

Adams	8,500
Allegheny	315,590
Armstrong	17,030
Beaver	32,850
Bedford	8,050
Berks	56,240
Blair	32,900
Bradford	12,210
Bucks	22,620
Butler	17,970
Cambria	40,550
Cameron	1,220
Carbon	13,420
Centre	10,210
Chester	28,420
Clarion	7,810
Clearfield	18,010
Clinton	7,480
Columbia	11,180
Crawford	16,040
Cumberland	17,260
Dauphin	40,890
Delaware	67,990
Elk	6,900
Erie	43,330
Fayette	40,030
Forest	1,230
Franklin	14,790
Fulton	1,960
Greene	9,030
Huntington	8,350
Indiana	15,350
Jefferson	11,230
Juniata	3,320
Lackawanna	66,850
Lancaster	46,910
Lawrence	22,250
Lebanon	15,850
Lehigh	41,710
Luzerne	92,070
Lycoming	23,490
McKean	13,370
Mercer	23,010
Mifflin	8,990
Monroe	6,950
Montgomery	60,680
Montour	2,940
Northampton	39,710
Northumberland	28,780
Perry	5,190
Philadelphia	467,940
Pike	1,990
Potter	4,240
Schuylkill	49,570
Snyder	4,450
Somerset	16,030
Sullivan	1,620
Susquehanna	7,850
Tioga	7,930
Union	4,170
Venango	14,960
Warren	9,930
Washington	43,140
Wayne	6,630
Westmoreland	62,460
Wyoming	3,750
York	41,130

Rhode Island

Total Radio Homes: 155,500

Bristol	5,360
Kent	11,820
Newport	9,670
Providence	121,450
Washington	7,200

South Carolina

Total Radio Homes: 207,300

Abbeville	2,610
Aiken	5,790
Allendale	1,460
Anderson	9,400
Bamberg	1,980
Barnwell	2,350
Beaufort	2,780
Berkeley	2,300
Calhoun	1,680
Charleston	18,510
Cherokee	3,580
Chester	3,640
Chesterfield	3,480
Clarendon	2,840
Colleton	2,750
Darlington	4,690
Dillon	2,580
Dorchester	2,140
Edgefield	1,930
Fairfield	2,250
Florence	7,050
Georgetown	2,840
Greenville	15,870
Greenwood	4,540
Hampton	1,910

So. Carolina (Cont'd)

Horry	3,590
Jasper	1,090
Kershaw	3,270
Lancaster	2,560
Laurens	4,600
Lee	2,430
Lexington	4,140
McCormick	1,110
Marion	3,160
Marlboro	3,340
Newberry	4,120
Oconee	3,330
Orangeburg	7,120
Pickens	3,610
Richland	13,520
Saluda	1,710
Spartanburg	14,700
Sumter	5,510
Union	3,570
Williamsburg	3,060
York	6,330

South Dakota

Total Radio Homes: 132,900

Armstrong	10
Aurora	1,310
Beadle	4,720
Bennett	800
Bon Homme	2,290
Brookings	3,260
Brown	6,610
Brule	1,400
Buffalo	340
Butte	1,670
Campbell	910
Charles Mix	2,340
Clark	2,010
Clay	2,000
Codington	3,610
Corson	1,650
Custer	1,090
Davison	3,620
Day	2,600
Deuel	1,500
Dewey	1,180
Douglas	1,290
Edmunds	1,460
Fall River	1,760
Faulk	1,290
Grant	1,950
Gregory	2,070
Haakon	940
Hamlin	1,480
Hand	1,660
Hanson	1,100
Harding	700
Hughes	1,560
Hutchinson	2,450
Hyde	680
Jackson	510
Jerauld	1,110
Jones	610
Kingsbury	2,360
Lake	2,460
Lawrence	3,290
Lincoln	2,640
Lyman	1,220
McCook	1,890
McPherson	1,430
Marshall	1,670
Meade	2,190
Mellette	890
Miner	1,530
Minnehaha	11,060
Moody	1,770
Pennington	4,500
Perkins	1,870
Potter	1,080
Roberts	2,760
Sanborn	1,290
Shannon	730
Spink	2,900
Stanley	490
Sully	680
Todd	980
Tripp	2,280
Turner	2,870
Union	2,190
Walworth	1,710
Washabaugh	440
Washington	950
Yankton	2,950
Ziebach	740

Tennessee

Total Radio Homes: 459,900

Anderson	3,050
Bedford	3,570
Benton	1,690
Bledsoe	900
Blount	5,470
Bradley	3,790
Campbell	4,280
Cannon	1,290
Carroll	4,180
Carter	4,330
Cheatham	1,310
Chester	1,530
Clairborne	3,220
Clay	1,290
Cocke	3,060
Coffee	2,670
Crockett	2,600
Cumberland	1,660
Davidson	48,810
Decatur	1,450

★

IT IS NOT SURPRISING

that WSAI is now carrying 58.7% more local and national spot quarter-hour units than any other local network station in Cincinnati.

Advertisers who can exercise voluntary choice of stations realize the importance of WSAI Dealer Support. ★

★According to a recent survey among retail drug and food outlets, 68.4% selected WSAI as the most effective local Cincinnati Station.

WSAI ★ CINCINNATI

National Spot Representative

TRANSAMERICAN

NEW YORK CHICAGO HOLLYWOOD

CENSUS OF U. S. RADIO HOMES BY STATES AND COUNTIES

(Continued from page 28)

Tennessee (Cont'd)

DeKalb	2,050
Dickson	2,890
Dyer	5,170
Fayette	3,830
Fentress	1,520
Franklin	3,350
Gibson	7,550
Giles	4,240
Grainger	1,780
Greene	4,980
Grundy	1,630
Hamblen	2,760
Hamilton	35,170
Hancock	1,170
Hardeman	3,070
Hardin	2,300
Hawkins	3,380
Haywood	3,700
Henderson	2,510
Henry	4,350
Hickman	2,030
Houston	830
Humphreys	1,840
Jackson	1,770
Jefferson	2,520
Johnson	1,590
Knox	31,370
Lake	1,790
Lauderdale	3,610
Lawrence	3,670
Lewis	840
Lincoln	3,850
Loudon	2,720
McMinn	4,700
McNairy	2,820
Macon	2,020
Madison	9,820
Marion	2,880
Marshall	2,680
Maury	6,060
Meigs	770
Monroe	2,910
Montgomery	5,090
Moore	590
Morgan	1,910
Obion	5,010
Overton	2,300
Perry	1,020
Pickett	710
Polk	2,240
Putnam	3,450
Rhea	2,130
Roane	3,860
Robertson	4,540
Rutherford	5,200
Scott	2,100
Sequatchie	570
Sevier	2,650
Shelby	72,140
Smith	2,400
Stewart	1,830
Sullivan	8,790
Sumner	4,570
Tipton	3,930
Trousdale	880
Unicoi	1,980
Union	1,380
Van Buren	490
Warren	3,190
Washington	7,860
Wayne	1,790
Weakley	4,850
White	2,280
Williamson	3,460
Wilson	4,030

Texas

Total Radio Homes: 1,033,500

Anderson	5,520
Andrews	130
Angelina	4,380
Aransas	360
Archer	1,550
Armstrong	490
Atascosa	2,040
Austin	2,860
Bailey	670
Bandera	580
Bastrop	3,560
Baylor	1,180
Bee	2,420
Bell	8,560
Bexar	61,820
Blanco	530
Borden	180
Bosque	2,330
Bowie	8,130
Brazoria	3,520
Brazos	3,780
Brewster	1,190
Briscoe	760
Brooks	780
Brown	5,000
Burleson	2,870
Burnet	1,560
Caldwell	4,890
Calhoun	750
Callahan	1,950
Cameron	13,120
Camp	1,500
Carson	1,290
Cass	3,890
Castro	640
Chambers	850
Cherokee	6,100
Childress	2,780
Clay	2,100
Cochran	260
Coke	740
Coleman	3,750
Collin	7,150
Collingsworth	2,220
Colorado	3,040
Comal	2,380
Comanche	2,810
Concho	1,060
Cooke	4,070
Coryell	2,790
Cottle	1,420
Crane	570
Crockett	490
Crosby	1,540
Culberson	230
Dallam	1,590
Dallas	76,570
Dawson	2,010
Deaf Smith	930
Delta	1,810
Denton	5,480
DeWitt	4,390
Dickens	1,190
Dimmit	1,200
Donley	1,630
Duval	1,560
Eastland	6,410
Ector	690
Edwards	440
Ellis	9,180
El Paso	25,430
Erath	3,370
Falls	5,490
Fannin	6,320
Fayette	4,360
Fisher	1,830
Floyd	1,930
Foard	950
Fort Bend	4,060
Franklin	1,150
Freestone	3,340
Frio	1,380
Gaines	370
Galveston	15,280
Garza	790
Gillespie	1,670
Glasscock	180
Goliad	1,330
Gonzales	3,930
Gray	4,550
Grayson	12,340
Gregg	2,660
Grimes	3,450
Guadalupe	4,130
Hale	3,600
Hall	2,660
Hamilton	2,000
Hansford	560
Hardeman	2,400
Hardin	2,400
Harris	85,110
Harrison	7,760
Hartley	340
Haskell	2,480
Hays	2,380
Hemphill	700
Henderson	4,240
Hidalgo	12,410
Hill	6,640
Hockley	1,220
Hood	890
Hopkins	4,300
Houston	4,110
Howard	4,590
Hudspeth	550
Hunt	8,250
Hutchinson	2,960
Irion	340
Jack	1,370
Jackson	1,470
Jasper	2,530
Jeff Davis	290
Jefferson	29,450
Jim Hogg	670
Jim Wells	1,970
Johnson	5,850
Jones	3,790
Karnes	2,970
Kaufman	5,820
Kendall	820
Kenedy	100
Kent	500
Kerr	1,880
Kimble	650
King	150
Kinney	570
Kleberg	2,090
Knox	1,550
Lamar	7,910
Lamb	2,420
Lampasas	1,580
La Salle	1,170
Lavaca	4,130
Lee	1,760
Leon	2,830
Liberty	3,040
Limestone	6,000
Lipscomb	690
Live Oak	1,150
Llano	870
Loving	40
McCulloch	2,110
McLennan	18,910
McMullen	190
Madison	1,620
Lynn	1,630
Lubbock	7,470
Marion	1,500
Martin	760
Mason	840
Matagorda	2,960
Maverick	1,040
Medina	1,980
Menard	730
Midland	1,600
Milam	5,440
Mills	1,190
Mitchell	2,250
Montague	3,160
Montgomery	2,330
Moore	230
Morris	1,350
Motley	940
Nacogdoches	4,400
Navarro	9,630
Newton	1,830
Nolan	3,840
Nueces	9,380
Ochiltree	1,010
Oldham	220
Orange	2,770
Palo Pinto	3,150
Panola	3,100
Parker	3,110
Parmer	800
Pecos	1,370
Polk	2,510
Potter	11,050
Presidio	1,490
Rains	900
Randall	1,390
Regan	610
Real	340
Red River	4,290
Reeves	1,190
Refugio	1,140
Roberts	240
Robertson	3,920
Rockwall	1,210
Runnells	3,440
Rusk	4,260
Sabine	1,730
San Augustine	1,650
San Jacinto	1,360
San Patricio	3,330
San Saba	1,480
Schleicher	480
Scurry	1,780
Shackelford	1,130
Shelby	3,960
Sherman	380
Smith	8,460
Somervell	470
Starr	1,440
Stephens	3,050
Sterling	240
Stonewall	750
Sutton	440
Swisher	1,080
Tarrant	46,660
Taylor	8,120
Terrell	460
Terry	1,160
Throckmorton	770
Titus	2,360
Tom Green	7,620
Travis	14,840
Trinity	1,970
Tyler	1,730
Upshur	2,930
Upton	1,280
Uvalde	2,160
Val Verde	2,700
Van Zandt	4,390
Victoria	3,370
Walker	2,680
Waller	1,690
Ward	810
Washington	4,010
Webb	6,990
Wharton	4,430
Wheeler	2,430
Wichita	16,030
Wilbarger	4,910
Willacy	1,490
Williamson	7,090
Wilson	2,940
Winkler	1,580
Wise	2,950
Wood	3,490
Yoakum	150
Young	3,490
Zapata	380
Zavala	1,410

Utah

Total Radio Homes: 111,000

Beaver	1,150
Box Elder	3,630
Cache	5,930
Carbon	3,680
Daggert	90
Davis	2,940
Duchesne	1,630
Emery	1,410
Garfield	850
Grand	400
Iron	1,560
Juab	1,890
Kane	420
Millard	2,050
Morgan	520
Piute	400
Rich	360
Salt Lake	44,720
San Juan	700
Sanpete	3,420
Sever	2,260
Summit	1,980
Tooele	2,060
Uintah	1,900
Utah	10,060
Wasatch	1,150
Washington	1,490
Wayne	370
Weber	11,980

Vermont

Total Radio Homes: 88,600

Addison	4,460
Bennington	5,850
Caledonia	6,670
Chittenden	11,150
Essex	1,690
Franklin	6,990
Grand Isle	900
Lamoille	2,700
Orange	4,250
Orleans	5,460
Rutland	11,930
Washington	10,200
Windham	6,860
Windsor	9,490

Virginia

Total Radio Homes: 400,200

Accomac	6,140
Albemarle	7,150
Alleghany	4,640
Amelia	1,110
Amherst	2,350
Appomatox	1,060
Arlington	10,960
Augusta	7,870
Bath	1,090
Bedford	3,930
Bland	750
Botetourt	2,170
Brunswick	2,440
Buchanan	1,730
Buckingham	1,730
Campbell	11,660
Caroline	1,880
Carroll	2,820
Charles City	640
Charlotte	1,950
Chesterfield	3,860
Clarke	1,030
Craig	510
Culpeper	1,900
Cumberland	950
Dickinson	1,870
Dinwiddie	8,210
Elizabeth City	4,720
Essex	930
Fairfax	3,930
Fauquier	2,940
Floyd	1,450
Fluvanna	990
Franklin	2,910
Frederick	4,550
Giles	1,660
Gloucester	1,630
Goochland	970
Grayson	2,610
Greene	710
Greensville	1,790
Halifax	5,090
Hanover	2,310
Henrico	49,810
Henry	3,750
Highland	580
Isle of Wight	1,890
James City	1,120
King and Queen	920
King George	750
King William	1,110
Lancaster	1,330
Lee	4,010
Loudoun	3,060
Louisa	1,950
Lunenburg	1,800
Madison	1,140
Mathews	1,200
Mecklenburg	4,010
Middlesex	1,100
Montgomery	4,230
Nansemond	5,220
Nelson	2,080
New Kent	620
Norfolk	47,910
Northampton	2,910
Northumberland	1,560
Nottoway	2,090
Orange	1,800
Page	2,190
Patrick	1,840
Pittsylvania	12,190
Powhatan	730
Prince Edward	2,100
Prince George	3,680
Prince William	1,990
Princess Anne	2,440
Pulaski	3,080
Rappahannock	970
Richmond	890
Roanoke	22,120
Rockbridge	3,900
Rockingham	5,800
Russell	3,290
Scott	2,940
Shenandoah	3,290
Smyth	3,350
Southampton	3,400
Spotsylvania	2,810
Stafford	1,120
Surry	1,030
Sussex	1,620
Tazewell	4,540
Warren	1,270
Warwick	9,120
Washington	6,440
Westmoreland	1,180
Wise	7,260
Wythe	2,900
York	1,250

Washington

Total Radio Homes: 443,300

Adams	1,950
Asotin	2,320
Benton	3,120
Chelan	8,730
Clallam	5,670
Clark	11,360
Columbia	1,530
Cowlitz	8,650
Douglas	2,230
Ferry	1,310
Franklin	1,630
Garfield	970
Grant	1,610
Grays Harbor	16,380
Island	1,780
Jefferson	2,390
King	134,090
Kitsap	9,270
Kittitas	4,680
Klickitat	2,840
Lewis	11,150
Lincoln	3,280
Mason	2,780
Okanogan	5,260
Pacific	4,200
Pend Oreille	2,040
Pierce	46,940
San Juan	1,040
Skagit	9,600
Skamania	880
Snohomish	22,990
Spokane	42,220
Stevens	5,310
Thurston	9,030
Wahkiakum	1,060
Walla Walla	7,460
Whatcom	16,730
Whitman	7,500
Yakima	21,320

West Virginia

Total Radio Homes: 348,300

Barbour	3,920
Berkeley	5,840
Boone	4,530
Braxton	4,060
Brooke	5,300
Cabell	20,680
Calhoun	1,900
Clay	2,280
Doddridge	2,130
Fayette	13,660
Gilmer	2,010
Grant	1,610
Greenbrier	6,790
Hampshire	2,420
Hancock	5,790
Hardy	1,850
Harrison	16,850
Jackson	3,190
Jefferson	3,400
Kanawha	32,280
Lewis	4,350
Lincoln	3,240
Logan	10,870
McDowell	16,380
Marion	14,530
Marshall	8,290
Mason	4,190
Mercer	11,830
Mineral	4,170
Mingo	6,960
Monongalia	10,960
Monroe	2,300
Morgan	1,790
Nicholas	3,540
Ohio	17,760
Pendleton	1,700
Pleasants	1,410
Pocahontas	2,650
Preston	5,740
Putnam	3,190
Taylor	4,060
Tucker	2,520
Tyler	2,820
Upshur	3,680
Wayne	5,640
Webster	2,480
Wetzel	4,520
Wirt	1,270
Wood	13,470
Wyoming	3,800
Raleigh	12,440
Randolph	4,720
Ritchie	3,290
Roane	3,470
Summers	3,780

Wisconsin

Total Radio Homes: 612,700

Adams	1,470
Ashland	4,010
Barron	6,100
Bayfield	2,660
Brown	14,030
Buffalo	2,730
Burnett	1,820
Calumet	2,940
Chippewa	6,460
Clark	5,700
Columbia	6,540
Crawford	3,080
Dane	24,700
Dodge	10,490
Door	3,360
Douglas	10,120
Dunn	5,000
Eau Claire	8,950
Florence	670
Fond du Lac	12,690
Forest	1,790
Grant	7,720
Green	4,680
Green Lake	3,010
Iowa	3,860
Iron	1,750
Jackson	2,830
Jefferson	8,270
Juneau	3,320
Kenosha	14,040
Kewaunee	2,880
La Crosse	11,970
Lafayette	3,500
Langlade	3,940
Lincoln	4,140
Manitowoc	12,000
Marathon	12,580
Marinette	6,260
Marquette	1,820
Milwaukee	170,490
Monroe	5,370
Oconto	4,460
Oneida	3,200
Outagamie	12,630
Ozaukee	3,440
Pepin	1,390
Pierce	3,940
Polk	4,560
Portage	5,950
Price	2,990
Racine	20,470
Richland	3,610
Rock	17,340
Rush	2,760
St. Croix	4,660
Sauk	6,610
Sawyer	1,570
Shawano	5,580
Sheboygan	15,920
Taylor	2,800
Trempealeau	4,140
Vernon	5,050
Vilas	1,360
Walworth	6,980
Washburn	1,980
Washington	5,140
Waukesha	10,630
Waupaca	6,600
Waushara	2,680
Winnebago	17,220
Wood	7,290

Wyoming

Total Radio Homes: 49,800

Albany	2,950
Big Horn	2,180
Campbell	1,350
Carbon	2,620
Converse	1,500
Crook	1,020
Fremont	2,310
Goshen	2,180
Hot Springs	1,370
Johnson	1,010
Laramie	5,950
Lincoln	2,180
Natrona	6,380
Niobrara	1,010
Park	1,800
Platte	1,890
Sheridan	3,850
Sublette	980
Sweetwater	4,250
Teton	390
Uinta	1,990
Washakie	790
Weston	990
Yellowstone National Park	60

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Better Programs Now on Air, Says WNRC Chairman

Mme. Mero-Irion Says Sponsor Content Also Is Improved

By BRUCE ROBERTSON

BROADCASTERS have become increasingly willing to cooperate and put on better programs, Mme. Yolando Mero-Irion, chairman of the Women's National Radio Committee stated May 4 as the annual WRNC merit award was announced at the St. Regis Hotel, New York. With the Committee showing a growing friendliness to radio, Mme. Mero-Irion said that objectionable advertising was being eliminated and that children's programs are improving.

The primary award was given to George V. Denny Jr. and *America's Town Meeting of the Air* (NBC-Blue) for "outstanding achievements in the field of radio." Mrs. William H. Corwith, chairman of the survey committee, who made the award, said the program was chosen because "it typifies the spirit of America, the freedom of speech and of the air which no other nations enjoy as we do. By means of this program we have the opportunity to hear discussions pro and con on questions of national and international importance and we are stimulated to think for ourselves rather than led to think by propaganda." [Other WNRC citations for merit are found in the adjoining column.]

Tolerance Prevails

In a sense the award typified the whole meeting, for almost every speaker discussed the value of a tolerant, informed public opinion in guiding the future development of radio, and the value of radio in developing public opinion of this type.

Mme. Mero-Irion, chairman of the Committee, said that four years ago when he Committee began to function, the first impulse was to blame the broadcasters for putting on inferior programs. "Next year we had changed our judgment somewhat," she said. "We blamed the advertisers. We found an increasing willingness on the part of the broadcasters to cooperate and put on better programs, make a rule to cut out objectionable advertising, put on good children's programs, etc., but the advertisers persisted in the main in putting on programs for imbeciles and backward children. When we spoke to the advertisers they blamed their agencies. So next we blamed the agencies: It was the public and the rating these programs got in the different radio surveys.

"So now we are back where we started and we have to fix the blame where it belongs—on ourselves, the public! If the public would be articulate and write, telephone, telegraph when they hear a good program instead of swamping us with complaints about the bad ones, the whole situation would be cleared up very quickly. As it is, the advertisers and their agencies are dependent upon different surveys, which by the widest stretch of imagination cannot be accurate.

"I know quite a few people in New York and also a good number in other cities and I have never known anyone who has been called up by one of the surveyors. I believe it is all done in good faith, but unfortunately it is not conclusive and most disconcerting to advertisers and broadcasters alike. So in the last analysis the responsibility comes back to the public. There is no use in saying, 'I am not interested in radio.' Everybody should be interested in radio. It is a vital factor in our life and will be increasingly so."

Broad-Visioned Approach

A plea for a broad-visioned approach and an understanding foresight in guiding public opinion regarding radio's uses and development was made by T. A. M. Craven, Federal Communications Commissioner, who said "the force of public opinion by direct action is a potent force which may be exercised to control radio," and who warned his audience against "il-

(*Continued on page 66*)

AWARDS BY WOMEN'S GROUP, EDUCATORS

CITATIONS by the Women's National Radio Committee follow:

Outstanding Achievement: George V. Denny Jr. and America's Town Meeting of the Air (NBC).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS), Philadelphia Orchestra on the National Banks series (NBC), Sealtest Rising Musical Star (NBC), Metropolitan Opera broadcasts (NBC sustaining wrongly classified as commercial). Sustaining: New York Philharmonic (CBS), NBC Symphony, Sinfonietta (MBS).

Drama: Lux Radio Theatre (CBS), Columbia Workshop (CBS sustaining).

Serial Dramas: One Man's Family (sponsored by Tenderleaf Tea on NBC).

Variety: Good News of 1938 (sponsored by Maxwell House Coffee on NBC), Vallee Hour (sponsored by Royal Gelatine on NBC).

Children's Programs: Singing Lady (sponsored by Kellogg cereals on NBC), Let's Pretend (sustaining CBS). Special mention was given to NBC's Music Appreciation Hour and CBS's American School of the Air as classroom programs. Three other programs were commended as having educational value for children: Du Pont's Cavalcade of America (CBS), Epic of America (MBS sustaining), Music for Fun (CBS sustaining).

Adult Education: America's Town Meeting of the Air (NBC sustaining), Professor Quiz (sponsored by Nash-Kelvinator on CBS).

News: Trans-Radio Press News Service, March of Time (NBC). "Because the awards committee felt that radio commentators are developing an editorial complex the Committee refrained from commending any one of them, but gave laurels to Trans-Radio for its unbiased presentation of the news of the day."

Comedians: Charlie McCarthy (Chase & Sanborn Coffee, NBC), Fred Allen (Bristol-Myers, NBC).

Comedy Teams: Jack Benny and Mary Livingston (Jello, NBC), Amos 'n' Andy (Campbell's Soup, NBC), Burns and Allen (Grape Nuts, NBC).

Master of Ceremonies: Don Ameche (Chase & Sanborn Coffee, NBC), Robert Taylor (Maxwell House Coffee, NBC).

For Good Taste in Advertising: The Committee commended Jello, Du Pont and Sealtest, in that order.

CITATIONS by the Ninth Annual Institute for Education by Radio follow:

Lectures, talks, and speeches for general use:

Education: Science in the News. By University Broadcasting Council, Chicago.

Commercial: English Foreign Policy—the Story Behind the Headlines, by American Historical Association and NBC.

Demonstration or participation programs for general use:

Educational: No Award.

Commercial: NBC Home Symphony.

Dialog, round-table, debate, etc., for general use:

Educational: The Right Job, by University Broadcasting Council, Chicago.

Commercial: Town Meeting of the Air: Wilkie and Jackson on Utilities, by Town Hall Inc. and NBC.

Dramatization for general use:

Educational: Brave New World—the Little Indian of Mexico, by Educational Radio Project. U. S. Office of Education.

Commercial: The House that Jack Didn't Build, by Columbia Workshop, CBS; and Madame Curie, produced under same auspices.

Programs for use by primary school children:

No first awards.

Programs for use by elementary school children:

Educational: No first award.

Commercial: Your Health, Sneezes and Sniffles, produced by American Medical Association and NBC.

Programs for use by junior and senior high school students:

Educational: French for High Schools; Carnival at Nice, WHA, University of Wisconsin.

Commercial: Exits and Entrances; Propaganda, produced by National Education Association and CBS.

Honorable Mention

The Crisis in Central Europe, University of Chicago Round-Table, University Broadcasting Council.

Raymond Gram Swing, WOR.

The World Is Yours—the Story of Electricity, Educational Radio Project, U. S. Office of Education.

Brave New World—Christ of the Andes, by Educational Radio Project, U. S. Office of Education.

Rhythm Imitations; Rhythm Games for Children, WHA, University of Wisconsin.

Stories About Familiar Things—The Story of Glass, Rochester School of the Air.

Journeys in Music Land, WHA, University of Wisconsin.

Folktales of the Western World—The Frog and the Butterfly, American School of the Air, CBS.

News Today—History Tomorrow, Rochester School of the Air.

Old World Background — Cathedrals and Cloisters, American School of the Air, National Broadcasting Council.

Editorial Policies Of Radio Occupy Educator's Meet

Reference Forum, Not Biased Debate Urged at Columbus

By LEHMAN OTIS

The Columbus Citizen

METHODS employed by networks and commercial stations in handling controversial economic, social and political issues provided the chief topic for educational radio representatives at Ohio State University's ninth annual Institute for Education by Radio, held May 2-4, at Columbus. The three-day conference drew the largest gathering in its history, with 337 persons representing commercial and noncommercial stations and educational organizations.

The issue was set up in the keynote speech at the opening session, when Dr. Boyd Bode of the Ohio State University department of education declared the fundamental need of general education is a "point of reference" and that radio should provide a forum for clarification of controversial problems, rather than biased debate.

In the panel discussion that followed and in subsequent group meetings there was frequent criticism of commentators of the Boake Carter - Dorothy Thompson - Hugh Johnson school.

Frederic A. Willis, assistant to the president of CBS, was the target of some educators in a round-table discussion on "Handling Controversial Issues", of which he was chairman. His statement that radio has no editorial policy was met with a barrage of questions concerning specific CBS broadcasts, chiefly the Cameron talks on the Ford program and President William S. Paley's recent broadcast to CBS stockholders. On the Cameron issue Willis admitted that it was a problem with which the network has not yet decided how to cope and inferred that something eventually must be done about it.

Use of electrical transcriptions as a solution of direct-to-school service of radio education was urged by Dr. James R. Angell, former president of Yale, now educational counselor of NBC.

"It is impossible for the networks to render day-to-day service to schools," he said. "Local stations

BROADCASTER meets listener at the annual awards luncheon of Women's National Radio Committee. At the speakers' table (l to r) are T. A. M. Craven, FCC; Mrs. William H. Corwith, chairman of the WNRC survey committee; George V. Denny Jr., conductor of *America's Town Hall of the Air*, prize-winning program; Mme. Yolanda Mero-Irion, chairman, WNRC; David Sarnoff, president, RCA; Alfred J. McCosker, WOR, chairman, MBS. Paul W. Kesten, CBS vice-president, spoke but left the meeting early.

Spontaneous Defenders Reply to Critics of Radio-*An Editorial*

IN RECENT weeks many spokesmen not associated with broadcast management have come forward to answer critics of broadcast service in this country. There were, for example, the letter of President Roosevelt and the speech of Secretary of Commerce Roper [BROADCASTING, May 1]. There were the outspoken as well as the corridor defenders of radio who easily outweighed the dissidents at the recent convention of the American Association of Newspapers Publishers. There was the article in the May edition of *Fortune*, and there was the quoted remark of the noted music critic, Deems Taylor, who replied to those who might prefer the European system of government management: "If I have to choose between radio entertainment furnished by people who use it as a means of advertising something that they have to sell and radio entertainment furnished by a government that uses it as a means of shaping and controlling public opinion, I choose the commercial plugs, thank you."

To these might be added the statements of Dr. A. G. Crane, president of the University of Wyoming and chairman of the critical National Committee on Radio in Education, in his article in this issue on educational cooperation with the existing radio system; also the kind words for the broadcasters of Mme. Yolanda Mero-Irion, president of the Women's National Radio Committee, which found many programs worthy of citation besides choosing NBC's *Town Meeting of the Air*, a notable example of freedom of radio, as worthy of its annual award of merit.

That the broadcasting industry has been "singularly inarticulate in its own behalf," as Paul Kesten, CBS vice-president, told the Women's National Radio Committee's annual banquet, is manifest from the headlines almost any attack upon radio, whether against management or programs, will quickly inspire. Yet, Mr. Kesten pointed out: "The critics are being answered from a significant variety of sources which lie completely outside broadcasting itself. It is almost as though responsible, thoughtful opinion, finally impatient, was finding strong and vigorous voice."

It would seem, then, that the anti-radio declamations are as mere pin-pricks against such a statement as President Roosevelt's that he believes "radio adds to the fullness of life just as vitally when it provides laughter, enjoyment and relaxation, as when it furnishes public stimulus on matters of serious concern to the common weal." Or against Secretary Roper's observation: "The fact that radio advertising has proved so well its potentialities for stimulating mass distribution and the corollary of mass production and lower consumer prices justifies its role as a basic social and economic factor in our democracy."

Thus radio finds "wholesome new defense" where it has not even sought it, among persons of highest station and attainments who might be expected to be the first to cry out if they thought it was being abused. It is from these sources, who certainly express no "outraged public opinion," that radio draws its strength against carping critics and chronic fault-finders from whom we have yet to hear one constructive suggestion about how to improve either programs or the American system of broadcasting.

Criticism should always be welcome, provided it is constructive criticism, but recent onslaughts upon radio and the management of radio have taken on the character of "guerilla warfare", with demands for program control as the chief point of issue. They often come from persons who apparently haven't the faintest conception of broadcasting as an ever-changing art and as a business, let alone its vital importance as an unfettered instrument of democracy. One cry is that broadcasting earns too much money; another that it does not dispense enough "culture" and that most of its programs are "silly and degrading"; another that the broadcasters are an illiterate class. Fortunately, there is responsible and high-placed opinion as well as a generally satisfied audience to offset this sort of nonsense, regardless of the evanescent publicity it may command.

All of which brings us to the point we have raised many times in these columns, namely, that there should be a minimum of governmental interference with broadcasting, either as an art or as a business. David Sarnoff succinctly put the point in his recent Town Hall address in which he asserted: "Whatever controls over broadcasting are necessary, it is important that they should be kept as flexible, as free from rigidity, as the art itself. Otherwise there is a danger of tying up the future usefulness of radio in a straitjacket . . . we should not freeze an expanding art in any rigid code." Commissioner Craven, knowing well that radio has still to develop its allocations, its facsimile, its television, said much the same thing in other words in his address the other day before the Women's National Radio Committee.

Broadcasting controls established by law are intended to regulate physical facilities, not programs, as William Paley recently pointed out. Messrs. Sarnoff, Paley, Lohr, and now Mark Ethridge, as president of NAB, are capable spokesmen for radio who in recent weeks have made the industry's position clear in asking a minimum of interference by the authorities with the program side of radio, while urging longer license terms in the interest of stability. American broadcasting asks no special privileges, Mr. Sarnoff said, and deserves none; but "freedom of the air is inseparable from freedom of thought, of speech, of worship, of education and of the press . . . the cornerstones of our American democracy." Program control or censorship, or threats of it, must not be part of the American scheme.

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can render that service, but the maximum service for schools is the electrical transcription, which is available at any time in any classroom. It provides maximum service and maximum quality."

Radio must undertake to serve all cultural interests, the former president of Yale declared. "The cultural impact of radio is not found in consideration of momentary political and social issues."

Echoing Dr. Angell's sentiments on electrical recordings for schoolroom use, Robert S. Stephen, *Cleveland Plain Dealer* radio editor, charged that present educational programs are not reaching the mass of listeners and that mass education is radio's greatest educational responsibility.

"Dramatization is by far the most successful method of educating by radio," he said, holding that too many educational programs are employing the talk and lecture form of teaching.

Other speakers at the institute were Cesar Saerchinger, former European representative of CBS; H. V. Kaltenborn, CBS commentator; E. M. Kirby, former promotion manager of WSM, Nashville; Harold B. McCarty, WHA, University of Wisconsin; Allen Miller, director, the University Broadcasting Council; Julius F. Seebach Jr., WOR; Judith Waller, NBC; Byron B. Williams, WOSU, Ohio State University; C. F. Klinefelter, vice-chairman, Federal Radio Education Committee; Paul F. Lazarsfeld, director Princeton University radio research project; J. Wayne Wrightstone, associate director, Evaluation of School Broadcasts, Ohio State University; Lester Ward Parker, director Research Project in School Broadcasting, University of Wisconsin; William S. Hendrix, Ohio State University; Elise Sprott, British Broadcasting Corp.

Work study groups were conducted by Wallace Kadderley, chief of radio service, U. S. Department of Agriculture; Paul T. Rankin, Detroit Public Schools; Cline M. Koon, New York City; Frank N. Stanton, CBS; R. C. Higgy, WOSU, Ohio State University; Sterling Fisher, CBS.

Chairmen of round-table discussions were Joseph Reis, WLW; William N. Robson, CBS; Ernest La Prade, NBC; Harry A. Carpenter, Rochester Public Schools; Alice Keliher, Progressive Education Association; Frederic A. Willis, CBS; Robert J. Coleman, WKAR, Michigan State College; B. H. Darrow, WBEN, Buffalo.

Popeye Discs Placed

JOE LOWE Corp., New York (Popsicles), which on May 2 started *Popeye, the Sailor* on 17 CBS stations, on May 16 began its schedule of transcriptions of the show. To run for 13 weeks, through Blackett-Sample - Hummert, New York, the quarter-hour program is heard three days weekly on these stations: KLZ KSL KTUL WKY WFAA KTSA KTRH WSB WMC WWL WIS WBT WPTF WGH WRVA WJAX WIOD WSM WHAS WGN KSO KOIL KANS WFBM WCCO WDAE WMMN WPAR WHIS KTAR KOKO KIDW KFBB KFJI KMED KSD KMBC KGU and 28 Don Lee.

Kate for Calumet

GENERAL FOODS Corp., New York (Swansdown, Calumet), has signed Kate Smith to a 39-week contract for next winter. The starting date has not yet been set. The current CBS show leaves the air on June 30. Miss Smith's three-a-week sustaining program on CBS will probably continue through the summer, originating part of the time from her home at Lake Placid.

Big Paramount Series Next Autumn Considered

NEGOTIATIONS have been under way for some weeks between Paramount Pictures, Hollywood, and a group of California industrialists, to utilize the film company's talent in a series of transcontinental weekly programs to start in September.

Details are not available, but it is understood that should plans be consummated, 13 California industries will be represented in the series, each having four programs on the 52 weeks arrangement. Both NBC and CBS have been approached for time clearance. It would be a one-hour variety show, patterned along lines similar to the M-G-M *Good News of 1938*.

Program talent would be drawn exclusively from Paramount's roster. Commercial copy would be institutional with a national newspaper campaign to run concurrently. Among the industries to be represented would be lumber, oil, dairy, steel, citrus and banks. Although name of the proposed group of sponsors has not been revealed, it is understood they are being represented by Adolph Sutter, San Francisco business man.

WNU Rural Setup To Be Undertaken; Plan Autumn Start

Possible 300-Station Network Is Discussed by Officials

TENTATIVE plans of Western Radio Union, subsidiary of Western Newspaper Union, to project a nationwide rural network serving in the main "Class D" markets, were discussed at a meeting held in Chicago May 9, attended by executives of the organization.

Following the meeting, it was asserted that WNU has definitely decided to proceed with its plan, which encompasses a possible 300-station chain to be divided into a group of regional and possibly state networks. Chicago would be the operating headquarters with studios in New York and Hollywood also.

Plan Autumn Start

Plans have not proceeded to the point where any definite starting date has been set, although the objective is to begin in the fall. Stations have been contacted on the West Coast and in the East, it was reported, with William Gleeson, former West Coast broadcaster, as the operating head in that area. Attending the meeting were Gleeson, Herbert Fish and Herbert Fish Jr., executives of WNU; Earl Sproul; Homer N. Preston; R. Hosken Damon; Herbert L. Wilson, engineering advisor; E. W. Julian, Omaha WNU head; Dave McGowan, New York sales manager; Wright A. Patterson, editorial director; Charles Weber, editor-in-chief.

The proposed plan covers practically every phase of broadcast operation. Stations affiliated with the group (WNU would own none) would be sold on a "package basis" to advertisers in the representation fields, WRU would represent its affiliated stations on the basis of 15% commission to the agency, 15% to the WRU from the station's national rate card, this applying only to sales service not rendered through the projected network. On network sustaining programs sold to local advertisers, WRU would get 15% of the gross.

Discussions of the organization have encompassed operations by WRU which would include chain programs, news, transcriptions, talent, scripts, engineering consultation and national sales.

The objective is to set up a coast-to-coast network with coverage in secondary areas of national networks. Small stations in large cities would be considered secondary coverage for WRU. The some 3,700 WNU newspapers would cooperate by carrying programs, for which they would receive a price from WRU for each sponsored program listed. The proposed plan encompasses a rate structure under which 12 hours of sustaining programs would be provided daily in exchange for four hours of weekly commercials. There would be four 15-minute news broadcasts daily and two 15-minute comment programs. They would substitute for news service now being purchased by member stations and would be open for local sponsorship. A budget of $1,000,000 is said to have been established for WRU.

ON BEHALF OF DAYTIME RADIO

Tripling of Sponsors' Budgets in Three Years Reveals Power of the Earlier Hours

By JOHN J. KAROL*
Director of Market Research, CBS

DURING the past five years daytime radio broadcasting has, I believe, developed faster than any other form of advertising. The most convincing illustration of the effectiveness of daytime radio advertising is the simple year-to-year record of the expenditures of radio advertisers. In the past year on major network time alone these daytime radio advertisers spent about $22,000,000. An all-time high more than three times as much as was spent only five years ago, in 1933. The average expenditure per client for Columbia's daytime facilities has increased from $56,340 in 1933 to $200,034 in 1937.

Mr. Karol

The Crossley ratings for leading daytime programs range between 5% and 8% of all radio homes and may seem low to some of you. But it must be borne in mind that an audience rating is not necessarily a selling rating and there are numerous examples of programs with apparently low ratings which have been veritable gold mines for daytime advertisers.

Kathryn's Crowd

You may have heard of the Kathryn Cravens program broadcast on Columbia on behalf of Pontiac Motor Company. This program, *News Through a Woman's Eyes*, was broadcast between 2-2:15 p. m. and had a Crossley rating of less than 1%. The advertiser was curious to know if he had a real listening audience and offered a polishing cloth on two of the broadcasts. The client was prepared to distribute about 10,000 of the polishing cloths but, much to his amazement, the request, as a result of two daytime announcements, totaled over 225,000!

This and other examples of audience response indicate that the actual listening audience is much larger than that revealed by the Crossley survey. The reasons for this are fairly simple. First of all, the Crossley survey is confined to telephone homes and, as you know, there are over 26 million radio homes in the United States today as compared with only 11 million residence telephones.

Furthermore the Crossley survey is confined to 33 cities. And there is some memory loss due to the interval elapsing between actual listening and time of interviewing. But more important is the fact that the Crossley rating for a five-time-a-week daytime program is an average of the audience for each of the five days. This would be its true rating only if exactly the same listeners tuned in each of the five days. The turnover, or cumulative audience, reached during the course of a week is one of the most important factors which accounts for the phenomenal success of five-times-a-week daytime programs.

We were able to measure the exact degree of this turnover in connection with some experimental work conducted with an automatic recording device. This electrical recording device can be attached directly to any radio receiving set and will indicate not only when the set is in operation, but the stations listened to. In the experimental work conducted in 1,000 homes in Boston it was found that a daytime program with a daily rating of 3% actually reached a total of 12.8% of all radio homes for its five broadcasts during a single week. This degree of turnover obviously varies with different programs but it is apparent that exactly the same listeners do not tune in each day of the week and that the total audience reached is considerably in excess of the average daily rating.

Certainly, it is not the type, but rather the excellence of the program itself which determines its success or failure. The element of showmanship is still an all-important ingredient of popular programs.

Daylight and Budgets

In radio we are not only interested in the appeal of the ad, but more particularly, in the appeal of the program as a whole. In other words, the editorial or entertainment appeal as well as the copy appeal.

What about the best time for broadcasting? Who is at home at 2 p. m.—or 10 a. m.—or 5 p. m.? Do advertisers seek *one* time? Are there any "dead-spots" in daytime radio? I have told you that practically every hour of every day has been used by daytime advertisers on the major networks within the past year. The records reveal more advertisers than ever before—increasing daytime expenditures—advertising all kinds of products—investing more money—broadcasting more often—buying more stations and longer programs.

Some of the reasons for this may be that the daytime advertiser pays 50% of the evening rate for the same amount of time. Our surveys have indicated that over 57% of all radio sets are turned on sometime before 6 p. m. compared with 64% after 6 p. m. In terms of actual families, this means about 15 million radio homes listening each day before sunset.

But perhaps one of the most important reasons why daytime radio has been so effective is the simple fact that radio has brought back the living voice to personal salesmanship. Once again, manufacturers can actually talk to their customers as they might talk in the friendliest of circumstances over a small counter.

Radio advertising, by its very nature, can exploit—powerfully, intimately and permanently, the time habits of the public. You can buy a certain time on the air and make your radio program a vital, personal habit—animate and intimate—in the lives of millions of listeners. You can make your radio program a conscious habit, a pleasure habit, and you can thus make people turn to your advertising voluntarily. You have made their contact with it regular instead of spasmodic. You have made it a *habit* instead of an accident.

This habit factor becomes a powerful bonus for the advertiser—a bonus which perhaps exceeds in value the original investment itself. The advertiser's franchise upon a given period, on a certain day or days then becomes, in reality, a franchise on a segment of the lives of millions of consumers—a franchise on their attention and their interest in the intimacy of their own homes.

*Excerpts from speech delivered April 2b before the Fashion Group's luncheon in New York.

New Local Outlets Go Into Operation

TWO new local stations authorized by the FCC went into operation the first part of May and are now on the air on regular schedules. They are KWLK, Longview, Wash., and WHAI, Greenfield, Mass. Both are 250-watt daytime outlets, the former on 780 kc. and the latter on 1210 kc.

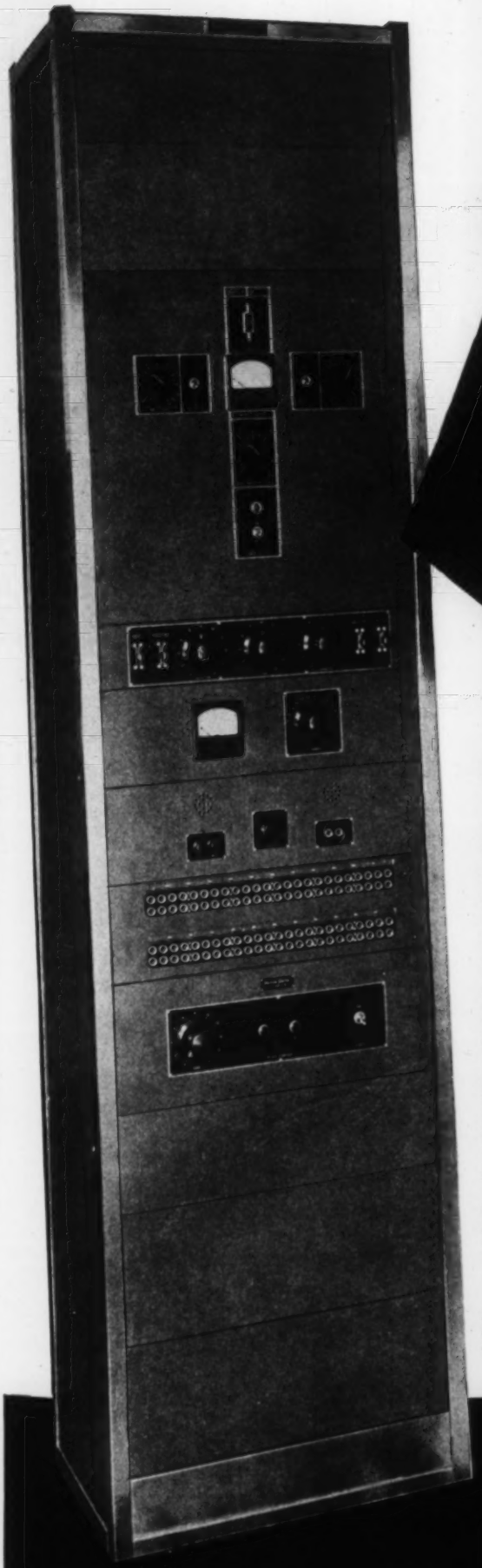
KWLK went on the air May 11, using RCA equipment throughout with a 230-foot vertical radiator. Its chief owners are A. M. McClelland, publisher of the *Longview Daily News* and Arthur C. Campbell, local grain and fuel merchant. Manager is M. F. Woodling, formerly manager of KYOS, Merced, Cal., and also formerly with KJBS, San Francisco, and KQW, San Jose. Chief engineer is J. D. Bernard, formerly with KWSC, Pullman, Wash., and KGW, Portland, Ore. Program director is W. B. Turner, formerly with KRLC, Lewiston, Ida., and KUJ, Walla Walla, Wash. Bob Pinkerton, formerly with KYOS, and Leonard Shreve, formerly with KAST, Astoria, are announcers.

WHAI went on the air early in May under the management of John W. Haigis, licensee, president of the Franklin County Trust Co. of Greenfield and a former Republican candidate for governor of Massachusetts. Lee S. Greenwood has been named commercial manager and Norman E. Whitaker is in charge of advertising. Both formerly were with Boston stations. James L. Spates is chief engineer.

The new KVRS, Rock Springs, Wyo., 250 watts daytime on 1370 kc., is scheduled to go on the air June 1, according to Kenneth M. Nielsen, owner of the local Ken Radio Service, a large stockholder, who will be its manager. Controlling stockholder is R. R. West, local oil distributor and owner of a monumental works. It is erecting its own building with a Collins transmitter and a 180-foot vertical radiator.

Grid Sponsors Active

WHILE it is too early for definite information, present indications are that this coming fall will see an even more extensive sponsorship of collegiate football broadcasts than last year, which broke all previous records. Atlantic Refining Co., which in 1937 sponsored broadcasts of 163 games, using some 65 stations, will do at least as much this year, and will probably expand their schedule. The Kellogg Co., which used about 25 stations last fall, is also expected to increase its football coverage this year. Both of these accounts are handled by N. W. Ayer & Son.



ASK YOUR ENGINEER about this

705A Speech Input ...it's NEW!

It includes the 110A Program Amplifier

Western Electric's new 705A Speech Input Bay provides complete AC operated program control facilities for your transmitting station. Important features:

1. The many advantages of the popular volume limiting 110A Program Amplifier (Stations now using the 110A Program Amplifier may order the 705A Bay less this item.)

2. Key switching for selection of incoming and outgoing lines; for choice of monitoring system input, and for substitution of local announce channel for incoming program.

3. Manual level controls for line, monitor and radio monitor sources.

4. Volume Indicator with range switch and indirectly illuminated copper oxide meter.

5. 94C Bridging Amplifier for monitoring system.

6. Line repeating coil, adequate jacks for patching and testing.

7. Space and bay wiring for adding a 106A Amplifier for announcing or spare line amplifier and a 260A telephone panel for communication.

8. Space for two additional repeating coils; two fixed line equalizers; two 279A adjustable equalizer panels and a power switching or apparatus panel when required.

Attractive, sturdy, gray finished cabinet assembly—your choice of stainless steel or plain gray corner posts and trim.

Distributed by GraybaR

For details, write the Distributors:
Graybar Electric Co., Graybar Building, New York. ***In Canada and Newfoundland:*** **Northern Electric Co., Ltd.** ***In other countries:*** **International Standard Electric Corp.**

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Exporting of Discs Seen Unrestricted

Supreme Court Review Denial Believed to Lift Barrier

UNRESTRICTED movement across international borders of American-made transcriptions and phonograph records may be the result of the recent refusal of the Supreme Court to review a decision of the lower courts having to do with the legality of such transportation.

Last December, the U. S. Court of Appeals in New Orleans in the case of Norman Baker, ex-American broadcaster now identified with the Mexican border station XENT, across from Laredo, Tex., ruled that the statute under which Baker was prosecuted was too vague and indefinite and did not apply to recordings made on the American side and then transported physically across the border. The Department of Justice, on behalf of the FCC, petitioned the Supreme Court for a review of this ruling. In a memorandum opinion on Feb. 28, the Supreme Court denied the review.

At Their Own Risk

No official word was forthcoming from the FCC regarding its interpretation of the ruling of the Court of Appeals. The view is held there that those who transport transcriptions or records across the border do so "at their own peril." There was no word as to whether the FCC would seek to prosecute any efforts to engage in that business on the theory that some other Federal court might not take the same view as the New Orleans court.

In deciding Baker's appeal from the decision of the district court in Laredo, Tex., which held he had violated the Communications Act (Section 325) with reference to the clause prohibiting transportation of recordings without FCC authority, the New Orleans Court held that while the intent of the law might have been to prohibit such transportation of recordings, it was not expressed "with the clearness that is required in a penal law." It concluded that the law, as written, "does not prohibit the recordation of sound waves in the United States and sending the record to Mexico to have the sound waves there reproduced and broadcast."

Discs for Texaco

TEXAS Co., New York (petroleum products), through Buchanan Co., that city, has acquired rights to *That's Life*, new transcribed dramatic program to be produced by American Radio Features, Los Angeles. Series is being written by Forrest Barnes, Hollywood writer, under direction of Frederick C. Dahlquist. Sherman MacFedries will produce with cutting at RCA recording studios, Hollywood. Sponsor has also bought an NBC transcribed musical series. Discs will be placed on approximately 100 stations in early June in a cooperative arrangement with dealers who will have a choice of the two shows.

NINTH DISTRICT NAB'ers met at the Palmer House, Chicago, May 9, to discuss mutual industry problems. Seated (l to r) are Walter J. Damm, WTMJ, district director, who presided; H. L. Dewing, WCBS; Ralph Atlass, WJJD-WIND; Charles R. Cook, WJBL; F. M. Kadow, WOMT; William H. West, WTMV. Middle row, W. P. Loveless, WMBI; Woody Klose, WTMV; Glenn Snyder, WLS; W. W. Smith, WENR; Gene Dyer, WGES; Charles C. Caley, WMBD; Edgar L. Bill, WMBD; A. H. Lange, KFIZ; L. G. Collison, WDWS; W. R. Cline, WLS. Back row, H. C. Crowell, WMBI; D. B. Abert, WTMJ; W. E. Hutchinson, WAAF; S. W. Kaney, WMAQ; John McCloy, WROK; Joe Burch, WCBS; W. M. Koessler, WROK, and Philip G. Loucks, NAB special counsel.

WGY's Balloons

SOME 500 toy balloons, each bearing a tag calling attention to General Electric's 60th birthday in 1938, were to be released May 14 as GE inaugurated the new 625-foot antenna tower of WGY, Schenectady. To the person farthest away picking up one of the balloons and to the person picking up the one bearing a gold tag, new GE radio sets were to be awarded.

WTCN Goes Full Time: College Stations Improve

COINCIDENTAL with the shifting of WLB of the University of Minnesota and WCAL of St. Olaf College, Northfield, Minn., to the 760 kc. frequency with an increase in power of 5,000 watts each, WTCN, Minneapolis, on May 5 went to full time on 1250 kc., using 5,000 watts day and 1,000 night. Formerly the three stations shared time on 1250 kc. Now WLB and WCAL share daytime hours only on 760, which is otherwise the clear channel of WJZ, New York. WTCN is the Twin City outlet for the basic NBC-Blue.

With the change, under which WLB will operate two-thirds of the daytime hours and WCAL one-third, the board of regents of the University of Minnesota designated Burton Paulu of the faculty as station manager. He formerly handled programs. WLB is now operating with a new RCA 5-D transmitter and a 330-foot Truscon radiator. Wallace Klima is chief engineer. At WCAL new studios have been installed on the campus along with a newly rebuilt transmitter and an International Derrick 330-foot radiator. Milford Jensen remains in charge of all operations. Neither of the university stations will operate commercially.

J. WILLIAM RUBINSTEIN Inc., New York talent agency, has transferred its principal activities to the West Coast and established offices at 8911 Sunset Blvd., Los Angeles. Elliott Fisher, head of the agency's New York radio department, has also been transferred to Los Angeles as director of radio and transcription activities.

LEW AVERY LEAVES NAB SALES GROUP

RESIGNATION of Lew H. Avery, director of sales of WGR and WKBW, Buffalo, as chairman of the Sales Managers Committee of the NAB, was disclosed May 3 in a letter from Mr. Avery to NAB headquarters.

Mr. Avery

Appointment of Craig Lawrence, commercial manager of the Iowa Broadcasting System, probably until the next NAB convention, was considered likely. Mr. Avery recommended the appointment.

Pressure of activity at WGR and WKBW made the resignation imperative, it is understood.

In submitting his resignation from the post he has held since last July, Mr. Avery said he regretted the necessity of retiring with so much unfinished business on hand but that he would do everything possible to inform his successor about negotiations in connection with NAB participation in the AFA convention to be held at Detroit June 12-15.

P & G Expands Nets

PROCTER & GAMBLE Co., Cincinnati, will extend two of its five weekly quarter-hour CBS dramatic shows to the Pacific Coast effective May 30. *The Goldbergs* (Oxydol) will be heard on KNX, KSFO, KOIN, KIRO, KVI at 9 a. m. (PST). *Vic & Sade* (Crisco) will be released over KSL, KNX, KSFO, KOIN, KIRO, KFPY, KVI at 9:15 a. m. The latter series is also heard on the NBC-Red network. It is released in transcribed form on 6 California Radio System stations as well. Jimmie Fidler's contract with Procter & Gamble which would have expired June 30, has been extended to Dec. 31, 1940. He will continue his twice-weekly NBC-Red network Hollywood Gossip (Drene) program through the summer without the customary 13 weeks layoff. His new contract includes progressive salary increases.

NINTH NAB REGION DEBATES PROBLEMS

TWO DOZEN broadcasters representing the 9th NAB District (Illinois and Wisconsin) met at the Palmer House, Chicago, May 9 to discuss industry affairs. Walter J. Damm, managing director of WTMJ, Milwaukee, district director, presided.

Resolving to meet at least four times a year, the broadcasters in attendance discussed at length general industry problems and pledged support to the NAB in its effort to form a united front for the industry. Philip G. Loucks, NAB special counsel, reported on progress made by the NAB, including the recent personnel appointments.

General discussion included the musicians situation, phonograph record performances, and steps being taken in connection with copyright. Meeting behind closed doors, members discussed freely the intimate problems of the industry and, according to Chairman Damm, revealed the soundness of the divisional form of NAB operation, voted into effect last February as part of the reorganization plan.

Upon completing its business, the group decided to meet again in Chicago May 23.

Sales Managers Advocate Standardized Time Units

SALES MANAGERS of the 9th District of the NAB, comprising stations in Illinois and Wisconsin, met in Chicago, May 9, at the call of Charles C. Caley, sales manager of WMBD, Peoria, and chairman of the district unit. Representing 14 stations, those in attendance voted to accept a resolution brought up by the Sales Manager's Group at the 1937 NAB convention which proposed a standardized scale of units of time for sale and of frequency discounts. There was general discussion of rates, policies, programs and sales management ideas. The group decided to meet every three months in Chicago.

In attendance in addition to Mr. Caley, were W. R. Cline, WLS; W. W. Smith, WMAQ-WENR; Woody Klose, WTMV; William E. Hutchinson and Arthur E. Harre, WAAF; Harold L. Dewing, WCBS; Charles R. Cook, WJBL; L. G. Collison, WDWS; Walter M. Koessler, WROK; D. B. Abert, WTMJ; Sidney H. Bliss, WCLO; H. J. Newcomb, WRJN; Francis M. Kadow, WOMT.

Cal-Juices Planning

CAL-JUICES Inc., Anaheim, Cal., newly-organized division of Mutual Orange Distributors, Redlands, Cal., and devoted exclusively to the marketing of canned citrus juices, concentrates and other citrus products, has named Dana Jones Co., Los Angeles, to direct its advertising. Plans are now being formulated and will probably include radio along with other media. This is said to be the first instance of citrus growers entering large scale production of canned orange and lemon juices as well as concentrates for the dairy trade, offered with a complete consumer merchandising plan. Mutual Orange Distributors is a cooperative marketing association.

TRACK FAST, RECEPTION CLEAR, CBS UP!

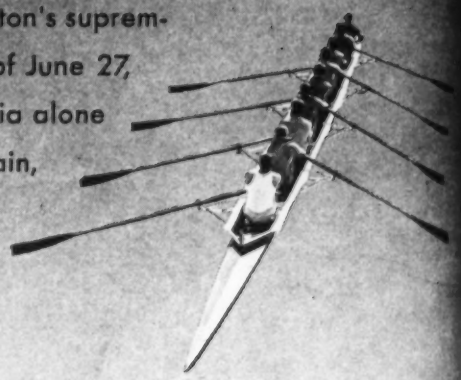
SEABISCUIT-WAR ADMIRAL DUEL —A CBS SPORTS EXCLUSIVE

On May 30, the long-awaited meeting of Seabiscuit and War Admiral will focus holiday-attention of a nation on Belmont's festive track. Exclusively through Columbia Network facilities, sports fans of all America will share the best seat in the crowded grandstand; will follow every detail in this $100,000 duel between Man-of-War's Son and Grand-son. Bryan Field broadcasting. More than 10,000,000 CBS listeners heard Lawrin race to gallant victory in the Kentucky Derby, May 7. More millions, through June, July, August and September, will hear the most important races of the season as they are run at Aqueduct, Belmont, Empire, Jamaica and Saratoga. They will be covered in detail by Bryan Field; broadcast exclusively over the Columbia Broadcasting System.

THE ONLY NETWORK BROADCASTING

CBS AUDIENCE FIRST TO LEARN ANSWER

Greatest meeting of collegiate crews in the country is the annual regatta at Poughkeepsie on the Hudson. Rowing enthusiasts wonder if this year, with its bumper crop of good crews, will produce a successful challenger to Washington's supremacy. Columbia's audience, early in the evening of June 27, will be the first to learn the answer. For Columbia alone will be seated in the officials' launches, on the train, and at reserved vantage points along the course... broadcasting the race *as it happens!*



CBS BROADCASTS U. S. GOLF EXCLUSIVELY

A game played by over 6,000,000 Americans is a natural radio attraction. As in 1937, only Columbia will attend the big matches of the year —the National Open from Denver, (June 9-11) the P. G. A. Championship from Shawnee-on-Delaware, (July 10-16) the National Amateur from Oakmont, Pittsburgh, (September 12-17) the Women's Amateur from Wilmott, Illinois, (September 19-24). The latest in field equipment and shortwave transmission will ensure an accurate report of every important drive, chip shot and putt. America's Ace Sportscaster Ted Husing, will be at the microphone.

STING THESE EVENTS AS THEY HAPPEN!

CBS "SERVING"—ALL 1938 AMERICAN TENNIS CHAMPIONSHIPS

Only Columbia microphones will be permitted at the major tennis tournaments played in the United States this year—including the first home defense of the Davis Cup in ten years. U. S. L. T. A. officials credit much of last year's record-breaking attendance at Forest Hills to Ted Husing's colorful accounts of the matches played there. Columbia listeners will readily understand why, for they know the excitement of shifting court fortunes as they are reported against a pulsating background of stroke and volley. They already anticipate CBS descriptions of the North American Zone Finals (August 11-13) the Inter-Zone Finals (August 18-20) the National Doubles, Men and Women, (August 22-27) the Davis Cup Finals (September 3-5) and the National Singles, Men and Women, (September 7-17).

CBS

ADDED CBS-SPORTS ATTRACTIONS!

INTERNATIONAL GOLDEN GLOVE BOUTS	Chicago	May 18
BIG TEN TRACK MEET	Columbus, Ohio	May 21
WIGHTMAN CUP TENNIS	England	June 10-11
NATIONAL COLLEGIATE TRACK MEET	Minneapolis	June 18
PRINCETON INVITATION TRACK MEET	Princeton	June 18
WIMBLEDON TENNIS TOURNAMENT	England	June 20 - July 2
WALKER CUP GOLF	St. Andrews, Scotland	July 3-4
ALL-STAR BASEBALL GAME	Cincinnati, Ohio	July 6
$10,000 OPEN GOLF	Cleveland, Ohio	August
SOAP BOX DERBY	Akron, Ohio	August 14
NATIONAL AIR RACES	Cleveland, Ohio	September 5
INTERCOLLEGIATE FOOTBALL	Every Saturday from September 24th	
WORLD SERIES BASEBALL	?	Opens October 7

Like radio, organized sport is a common tie that binds all America regardless of age, sex, economic or social standing. Millions of our people actively engage in sports; millions more spend time and money to witness them. That's why Columbia this year, in addition to the most spectacular *exclusive* sports schedule in radio history, also will bring its listeners the extra sports attractions listed above.

COLUMBIA BROADCASTING SYSTEM

Solving the Radio Education Problem

Team-work Is Urged To Raise Present Standards

By Dr. A. G. CRANE
President, University of Wyoming
Chairman
National Committee on Education by Radio

DR. CRANE

ALTHOUGH still a lusty infant, radio has had many healthy squalls. Not the least of these has been the animated controversy between the so-called educational group and the commercial group. In the broad sense, all broadcasting is educational in that it influences the listener. Socially desirable broadcasting has been proposed as a better descriptive term than educational broadcasting. The term civic broadcasting is proposed as a better and more inclusive term.

In the heat of the controversy each group has called the other names. Each has candidly pointed out the other's shortcomings. Each at times has boasted exclusive virtues which both possessed. Public spirited members of both sides have gradually discovered a community of interests and objectives and have adopted cooperation instead of controversy. Why not try teamwork in which each side admits its limitations and each attempts to give to the American listener the thing of value which he can present best?

THE AUTHOR will be remembered as the vigorous proponent several years ago of allocation of a fixed percentage of broadcasting facilities for educational broadcasting. He pleaded his case, on behalf of the organization he heads, before the Radio Commission and its successors. He now is the moving spirit of a "teamwork" project between educator and broadcaster already launched in his native West. While BROADCASTING does not concur in all respects with his observations, the "teamwork" thesis offers little room for argument.

Prohibitive Costs

In the early years of broadcasting, public-owned stations were pioneers. They saw in this means of aural communication an instrument of civic value. The difficulties which they encountered, however, forced many of them off the air. What were the troubles which beset them?

First and foremost was the cost. The expense to construct and operate transmitting stations, meet rapid obsolescence and produce acceptable programs was too heavy. Those who control the purse strings failed to envision the tremendous values of the instrument. It was discovered that successful broadcasting required study, training, experience, special talents and a special technique. Talent available to a single station was scarce. Broadcasting was not a simple amateur task. Frequently the finest scholars, highly successful in writing or lecturing, made a sickening flop before the microphone. Competition grew keener as standards rose.

What are the troubles which confront civic broadcasters now? They are the same old troubles, only now grown more acute and with many new difficulties added. Standards are rising, competition is keener, production expenses are greater, and transmitting facilities are controlled by the advertiser. Civic broadcasters are now suppliants for courtesy time from commercial stations, which must give preference to the advertisers who keep the balance sheet in the black.

On the other hand, transmitting facilities are better. All America is equipped with receiving sets. Both broadcasting groups are zealously seeking good programs. The listening audience is showing more discrimination, is realizing increasingly that broadcasts can be useful, wholesome, and at the same time interesting.

Community of Interests

All concerned are more keenly aware that the best broadcasts America can produce should be made available to the American listener. All broadcasters must have attractive programs to hold listeners' attention. One needs attention primarily to sell goods, the other for the enlightenment of a people. Perhaps there is less conflict in these two objectives than at first appears. Perhaps programs most valuable to the listener will prove ultimately to be the best for both civic broadcaster and advertiser alike. Here indeed is a fortunate community of interest. Why not unite to produce an American program to which each party contributes the broadcasts he is specially qualified to produce, offering America a program composed of the best America possesses?

What will be the best program for American listeners? In general terms, the American listener is entitled to the best whether it be lighter entertainment, drama, music, information or discussion. Radio can extend a single performer's service to the entire nation. These talented individuals offering things of value must be sought out, trained, and their contribution, whether it be entertainment or information, made available to all listeners.

The best program for American listeners will be like a good library. It will contain a great variety of offerings, suited to the various tastes of listeners, and even to the variant moods of individuals. All that it contains, however, will be wholesome and not injurious to the listener. America possesses such a wealth of fine things that there should be no place on the air for the trivial, tawdry, or debasing.

The Western Plan

How can the broadcasting resources of America be pooled for the benefit of all? The answer is in cooperation, a plan which shall permit each contributor to give his best, education a part and commerce a part. There should be no conflict between those who seek the best civic values in broadcasting and those who seek the most attractive programs to carry the advertising.

Such a plan for the active cooperation of both civic broadcasters and commercial interests has been carefully worked out by the National Committee on Education by Radio. This cooperative plan is being discussed in many sections of the country. Definite organization steps are being taken.

In Texas and in the Rocky Mountains it has been evolved in detail and is almost ready for

(*Continued on page 52*)

Remote Hill Folk Show Preference For News on Air

Experts Dissect Hillbillies at Kentucky Radio Laboratory

By GEORGE T. LAMASON

MOUNTAINEERS of Kentucky and the lower Appalachian region complained that they were being "talked down to" in advertising continuity, when their representatives met with broadcasters April 29-30 at a conference of the Kentucky U. Listening Centers at Gander, Ky. Agricultural news was chosen the most popular radio program by the mountaineers with current event broadcasts and weather information in second place.

The conference was attended by leaders from the 27 radio listening centers established in 1933 by Kentucky U. to bring radio to many inaccessible portions of the mountain district. The university provides for the operation and maintenance of the listening centers which serve 1,080 families. Receiving sets have been installed in postoffices, general stores, schools, homes. Each center is under the supervision of a local director who tunes in the broadcasts favored by the majority of local listeners. These directors, in turn, report to Elmer G. Sulzer, radio director of Kentucky U., who conducts a monthly survey at each center.

Two supervisors of the National Youth Administration are on constant tour of the circuit, spending a week in each listening center where radio clubs are organized. Radio sets for the centers are purchased with funds donated by service clubs, and radio manufacturers.

Speakers at the conference included Judith Waller, NBC director of education for the central division, who discussed NBC educational programs. Allen Miller, director of the University of Chicago Broadcasting Council, spoke on the history and educational service of his organization. The founding and administration of the listening center system were discussed by Dr. Frank L. McVey, president of Kentucky U. Robert K. Salyers, State NYA director, and H. W. Peters, Kentucky superintendent of public instruction, also addressed the meeting.

HILLBILLIES for a day were Joseph F. Wright (left), manager of WILL, Urbana, Ill., and Judith Waller, NBC director of education for the central division, seen in the hills near Gander, Ky., where a conference of the Kentucky U. Listening Centers was held April 29. Allen Miller, director of the University of Chicago Broadcasting Council, and Elmer G. Sulzer, Kentucky U. radio director, talk things over during recess. More than 1,080 mountain families gather every day at 27 listening centers to hear what they call "furrin' doin's" from the "talkin' machine."

BASEBALL CONCLAVE was held in Des Moines May 1 to outline the details of General Mills (Wheaties) games broadcast on KRNT to WMT, Cedar Rapids; KMA, Shenandoah; WNAX, Yankton, and KFAB, Lincoln, Neb. Gene Shumate, Iowa Network sportscaster, handles all games except those originating at KFAB where Harry Johnson will be at the mike. Front row (l to r) are Lloyd Griffin, Knox Reeves Adv. Agency (in charge of the Wheaties account); Bruce Wallace. Central States Broadcasting System; W. B. Quarton, WMT; Don Searle, president CSBS; Ranny Daly, KSO-KRNT; Gene Shumate, sportscaster; W. O. Carmichael, General Mills; Cliff Samuelson, General Mills. Back row (l to r) are Gladys Greenburg, KSO-KRNT; E. G. Johnson, General Mills; Haakon Groseth, Knox Reeves; Craig Lawrence, KSO-KRNT; Cy Rapp, KMA; Lowell Jackson, Katz Agency; Luther Hill, KSO-KRNT. Plans for the season were covered in detail.

AFL Takes Active Part In Management of WCFL

WITH the election of Matthew Woll, vice-president of the American Federation of Labor, to the board of trustees of WCFL, Chicago, a more active participation in WCFL activities is planned by the AFL. Already under consideration is a direct wire (Class E lines of the AT&T) between AFL headquarters in Washington and WCFL. First evidence of the more active cooperation is the participation of Maynard Marquardt, WCFL manager, in the management of the broadcasting activities of the American Federation Label & Industrial Exhibition in Cincinnati, May 16-21.

Active participation in WCFL affairs was decided upon in Washington, April 27-29 at a conference attended by Mr. Woll; John Fitzpatrick, president of the Chicago Federation of Labor; Maurice Lynch, CFL financial secretary; Joseph Keenan, CFL secretary; Mr. Marquardt; former Senator C. C. Dill and D. D. Carmell, Washington attorneys.

Mr. Woll was made a member of WCFL's board of trustees as well as of the board of directors. The other two members of the board of trustees are Mr. Fitzpatrick, and Victor A. Olander, secretary of the Illinois Federation of Labor.

Three to Suspend

CAMPBELL SOUP Co., Camden (soup), will discontinue its weekly CBS *Hollywood Hotel* program for nine weeks after the June 24 broadcast, the first time in four years that the program has taken a summer lay-off. It returns Sept. 2. General Foods Corp., New York (Postum), after the July 1 broadcast will suspend its thrice weekly CBS *Lum & Abner* program for nine weeks. The series will return Sept. 5. The CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co. (Lux soap), from Hollywood, is scheduled to discontinue for eight weeks after the July 11 broadcast. Program took a similar leave last year.

EATON PAPER Co., Pittsfield, Mass., has contracted with WOR, Newark, to sponsor the May 19 official ceremony crowning National Air Mail Week from 1:15 to 1:30 p. m., EDST. It is the first special events feature WOR has ever had sponsored commercially.

A PAUCITY OF FUN FOR KIDS

Injection of Humor Into Juvenile Programs Urged By Writers as Opportunity for Sponsors

Mr. Dixon injects a new thought into programming for juveniles when he insists the young idea likes humor most. As author and male lead in the famed 'Raising Junior' series of a few years back, quite aside from his own paternal observations, he speaks with authority. Formerly with NBC and former radio director of Kenyon & Eckhardt, Mr. Dixon now resides in Hollywood where he writes for radio and the films.

By PETE DIXON

FOR THE past four months this writer, in company with his two sons, who are 11 and six years old respectively, has listened to almost every juvenile program on the air.

Mr. Dixon

And during this four months of listening, I never once heard my boys really laugh at a line in any of the juvenile melodramas. Humor just doesn't exist in the programs for the kiddies.

On the other hand, my boys look forward all week to Sunday night. On the Pacific Coast, it is possible to get the big comics early in the evening. The boys think Joe Penner has the best show on the air. Jack Benny runs him a close second. They love Charlie McCarthy and they think Phil Baker is pretty swell, too. Also, they are more conscious of the products advertised by the comics than they are of the brands plugged in the gasp-and-groan kid melodramas.

I don't think that these blood-and-thunder yarns do any serious harm to my boys. They go to sleep without any trouble. There has been no evidence of any of the shows making them potential bandits or tramps. Instead they're getting a little bit bored with the whole business, just as boys of an earlier generation eventually realized that all Alger stories followed the same formula, so do today's youngsters realize that the radio hero will always come out on top.

As a parent, and selfishly as a writer of radio material, I wonder why there is no market for humor in juvenile programs. I remember that the outstanding juvenile classics have been rich with humor. There is humor in Robin Hood, Tom Sawyer and Huck Finn were full of laughs. In such perennial favorites as the Rover Boys, Tom Swift and other juvenile best-sellers there is always the leavening of laughter. But not on the air.

My own experience as a radio writer has convinced me that humor in a radio series is well worth the time and trouble it takes to inject it into a story script. *Bobby Benson & the H-Bar-O Rangers* was just another juvenile western until Erwin, Wasey & Co. decided to do things with it. Comedy characters were introduced in the script. Comedy situations were alternated with melodrama. Within a year the Bobby Benson show jumped from tenth place among juvenile favorites to first place. Comedy accounted for the climb.

In *Robinson Crusoe Junior*, which was sponsored by the New York State Milk Fund one year, comedy was used to take the curse off melodrama. The now famous Mauch Twins made their professional debut in that series and carried the burden of the laughs. The Twins were adored by listeners because they were funny. That it paid them to be funny is evidenced in their subsequent Hollywood stardom.

Humor isn't a difficult problem. Any conscientious and capable writer can put chuckles into his material as easily as a good cook seasons a ragout. Children don't demand the subleties of a Noel Coward. A crazy couplet, a riddle, a laughable limerick or a joke as old as "Why does a chicken cross the road" will amuse them. They like crazy characters. A hillbilly, a fat man with an insatiable appetite or a conventional absent-minded professor will delight them.

The sponsors that go after those laughs will reap a rich reward in listener loyalty. Suspense, excitement and serial interest will be intensified rather than dampened by the use of humor in radio strips.

Mirth is better than murder; belly laughs will sell more breakfast foods than blood. And parents will welcome shows that make their youngsters laugh heartily. Some sponsor ought to try it!

Koerper, Ringlep Given KMBC Posts

Former Named Vice-President; Latter Heads Sales Service

APPOINTMENT of Karl R. Koerper, of the Greiner-Fifield Lithographing Co. of Kansas City, as vice-president of KMBC, was announced May 7 by Arthur B. Church, president of Midland Broadcasting Co. operating the station. Mr. Church also announced advancement of Carter Ringlep, manager of regional sales of KMBC, to manager of sales service.

Mr. Koerper

Mr. Koerper, who has had wide executive experience in the Middlewest, is 37 years old. He entered the advertising field in Kansas City as advertising manager of the Ash Grove Lime and Portland Cement Co., and later jointed Greiner-Fifield. He was twice president of the Advertising Club of Kansas City and is a member of its board of directors. He taught advertising for several years at Kansas City College of Commerce and is at present a member of the College Advisory Council. He is well known in the direct mail advertising field, being vice-president and member of the board of Direct Mail Advertising Association. He is also a member of the Speaker's Bureau of the Advertising Federation of America.

Active in Civic Affairs

Active in committee and civic projects, Mr. Koerper is a member of the Kansas City Chamber of Commerce and serves as vice-chairman of its publicity committee. He has served on the directorate of the Kansas City Better Business Bureau, the Provident Association, the Minute Circle Friendly House, and the Safety Council. He is a member of the Executive Committee of the Kansas City Boy Scout Council.

Mr. Ringlep

Mr. Ringlep, the new KMBC sales manager, is a former newspaperman. He entered radio as commercial manager of WADC, Akron, in 1928, after having worked on the display staff of the *Akron Times Press*. He left WADC to join WIBW, then in Oil City, Pa. He joined the Iowa Network on Jan. 15, 1935, and came to KMBC in August, 1936.

More From Hollywood

TRANSCONTINENTAL commercial organizations from Hollywood will be increased this summer with transfer of two cigarette programs to the West Coast. Tommy Dorsey and his orchestra, sponsored by Brown & Williamson Tobacco Corp. (Raleigh & Kool) on NBC-Red network and the CBS *Your Hit Parade* with Mark Warnow, under sponsorship of American Tobacco Co. (Lucky Strike) are scheduled to emanate from Hollywood the first week in July. Dorsey will precede Warnow to the Coast.

Rated High in Popularity

THE LONE RANGER

Listed among programs enjoying a high listening-audience percentage rating—and doing a real job of selling for sponsors

This outstanding juvenile program, which has an unusually heavy adult audience, is available on transcriptions for the first time, through the joint efforts of the

KING-TRENDLE BROADCASTING CORPORATION
DETROIT, MICHIGAN

AND THE NATIONAL BROADCASTING COMPANY

A number of tested merchandising, exploitation and publicity ideas are available and are described in a brochure supplied for the asking.

For further information regarding the markets in the United States and Canada where this transcribed program series is available, write

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A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

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Lohr Seeks Longer Licenses, Calls for Freedom of the Air

NBC President Favors Technical Regulation, Says Other FCC Powers Are Questioned

GOVERNMENT regulation of technical facilities of radio is necessary to prevent chaos on the air channels, according to President Lenox R. Lohr, of NBC, but the power of the Commission under the "public interest, convenience and necessity" clause of the Communications Act of 1934 is now being questioned.

Speaking before the Round Table Conference on "New Issues in Transportation and Communications" held May 4 during the 26th annual meeting of the Chamber of Commerce of the U. S., in Washington, Mr. Lohr advocated extension of the present license term, called for preservation of freedom of speech on the air, and recited the broadcast industry's sensitivity to public and political opinion.

Welcomes Inquiry

NBC welcomes the recently ordered FCC investigation of networks, he said, in line with its desire to cooperate in any movement to provide the public with the best possible radio service.

The law provides that the Commission shall issue licenses in accordance with public interest, convenience and necessity, he said. "There is discussion today on what this phrase means. Does it include the right of the Government to censor programs? Does it mean that, in the approval of changes of station ownership, the Government has a right to say what price should be paid for stations? Does it mean that the Commission has a right to inquire into accounting procedures and personal matters? What constructive program of government cooperation would broadcasters recommend?"

The recent occupation of Austria by Hitler was cited by Mr. Lohr as an example of the hot water that broadcasters get into when they cover controversial issues.

"Realizing that history was in the making, the day before Adolf Hitler's occupation of Austria one of NBC's European representatives was dispatched to Vienna," Mr. Lohr said. "In a sensational scoop, which is the pride of radio as well as newspapers, NBC put on the air for American listeners Hitler's first speech, made on Austrian soil, and eye-witness accounts of its reception in Vienna. It takes little imagination to appreciate what must have been the excitement on those scenes, what must have been the feeling of our representative, when he realized that he could give to the radio audience in the United States word pictures of that historic occasion.

"Within an hour, the switchboards in our Radio City Studios and in other cities in the country were swamped with protests, to the effect that NBC was promoting the interests of the Nazi cause. Few stopped to think that, of course, the crowds in evidence that day were partisan and that the report of the event without this atmosphere would have been incompete and inaccurate. But this quick response put us on our guard so as to avoid similar misunderstandings in the broadcasts which came from Vienna later.

"We are called 'Fascist' when Hitler or Mussolini speaks over our networks. We anticipate the label 'Communist' or 'Socialist' when Earle Browder or Norman Thomas comes before our microphones. We are 'capitalists' when the representative of some corporation speaks; 'pro-labor' when the American Federation of Labor or the Committee for Industrial Organization broadcasts. We are 'radical' and 'conservative' and 'liberal' by turn, and in the view of some, may even appear 'patriotic' and 'subversive' at the same time. These conflicting views at least indicate we are keeping a fair balance." In a discussion of the vital freedom of speech problem, Mr. Lohr said the "American form of Government insists upon freedom of speech,—the right of the individual to express a free and frank opinion upon any question without molestation from the authorities."

"It insists also upon freedom of the press—the right of a newspaper to print that which, in the opinion of the publisher, is best for his community and for his readers," he continued. "Limitations of time and ether space have led broadcasting to introduce a new freedom—freedom of the air which we conceive to be the freedom for equal opportunity for discussion on controversial public issues. Equal opportunity means that we endeavor to present speakers of substantially equal prominence, speaking over stations covering approximately the same geographical areas, and at equally favorable periods of the day. It is impossible to secure mathematical equality, but we strive assiduously towards it.

"NBC has sought to restrict discussions of controversial issues to so-called sustaining time—that is, periods during which the costs of the programs are borne by the broadcasting company, as distinguished from commercial periods.

"In keeping with this policy commentators on commercial programs were originally confined to news broadcasting. But, with the news composed largely of open issues, it is not surprising that the commentator has edged over into the field of opinion. On one such program, where a certain union had been attacked, sustaining time was immediately offered to the head of that union to make such answer as he desired. On another occasion, where a group took exception to statements made by the commentator, we arranged with his commercial sponsor to invite the critic to take the regular period the following week to make answer.

"In the future it may not be necessary to limit the discussion of controversial issues to sustaining periods."

NBC's President Lenox R. Lohr is the subject of this new charcoal sketch by the young American artist, Bettina Steinke, daughter of Bill Steinke, cartoonist who handles various NBC children's programs.

Payne, Urging Closer Control, Asserts Most Programs 'Silly and Degrading'

SPEAKING before the National Academy of Broadcasting, a Washington school for radio training conducted by Miss Alice Keith, formerly director of the CBS *American School of the Air*, FCC Commissioner George H. Payne on May 3 took issue with statements by David Sarnoff, RCA president and NBC board chairman, at New York's Town Hall, April 28, [BROADCASTING, May 1] and challenged Mr. Sarnoff's plea for a handsoff policy on the part of the Government with respect to programs and censorship.

Mr. Payne issued a press summary of his speech through the FCC press room before appearing before the group, numbering about 30, mostly women, but did not speak from the prepared script.

In the course of his prepared statement for the press, he asserted that "a few of the radio programs are worthy of the intelligence of the public, but unfortunately, the majority are either silly or degrading." He further declared "the broadcasters, as a class, have become negligent of the public interest and arrogant. They are filling the air with trivial programs and are conditioning the public to like these programs. They are filling our homes with propaganda and the blare of advertising." In his prepared statement he also stated:

"Of the many differences between the newspaper and the broadcaster, I might mention the fact that no newspaper forces itself into a man's home, nor does it afflict his children without his wishes and consent. The broadcaster enters our homes stealthily and often does much harm to our children by his blood-curdling programs and to adults by his propaganda. A man may or may not buy a newspaper; he may or may not bring it home; but he cannot throw out his receiving set as it often represents a substantial investment, and as it is the key to the good programs as well as the bad. Besides, radio is a public necessity. . . .

"The rate of profit made by many broadcasters is far in excess of that earned by the American Telephone & Telegraph Co., by the U. S. Steel Corp. or by any physician or lawyer.

"The business of the broadcaster is unique in that his main asset, almost his sole asset, is something that has been loaned to him by the Government without any charge whatever.

"To me what Mr. Sarnoff desires is clear. It is his idea that our radio broadcasters should be permitted to give whatever they please to the public. He wants no restriction of any abuses that they may be guilty of. This, of course, cannot be. The public has the right to regulate what is essentially its own and what is of so great importance to it in its daily life."

Gen. Johnson Replies

In his syndicated column a few days later, Gen. Hugh S. Johnson replied to Payne by stating that he "seems to plead guilty to an intent to exercise censorship," adding that "his whole attack is centered on his dissatisfaction with program quality." Stating that he also doesn't like many programs on the air, he added:

"It is of no importance what I like or what Mr. Payne likes. The public at large approves the diversity and excellence that is made possible only by public patronage through the three big radio chains. If the public did not like it, those chains could not exist. The laws against lewdness and libel sufficiently take care of really objectionable publications as they do in the newspapers. The rest is a matter of taste."

Minton Drops Bill

SENATOR Minton (D-Ind.) has announced that he does not intend to seek action on his bill to penalize newspaper publishers who print as fact "material they know to be false", stating that he had merely taken issue with the ANPA's radio report and had introduced the bill to help newspapers "clean their own house before they start cleaning up the radio." The bill was bitterly assailed as an attempt to curb freedom of the press. Senator Minton said the newspapers would not have paid attention to his remarks in the Senate [BROADCASTING, May 1] if he had not introduced the bill.

Summer Soil-Off Drive

SOIL-OFF Co., Glendale, Cal., (cleanser), which has named Hillman-Shane Adv. Agency, Los Angeles, to direct its advertising plans a national campaign to start this summer. Spot radio, newspapers, magazines and trade publications will be used. Firm is now using five weekly one-minute transcribed announcements on KGB, San Diego, and KDYL, Salt Lake City.

Summer $PORT$

TO get your share of profitable Summer Business, start a campaign now to reach our *rich* "Friendly Family" of 2,500,000 Italo-Americans who, by their continuous summer-buying, enjoy the reputation of Summer $port$!

¶ Advertised *The Italian Way*, your product will be quickly popularized so that it becomes a welcome guest with our "Friendly Family" which summers with us daily.

¶ And if your product is used throughout the entire year, your Summer campaign will also stimulate increased sales in the Fall, Winter and Spring.

¶ So, based on the experience of our long-time Advertisers, we say "Summertime is Starting Time" if you would become a favorite with our Summer $port$!

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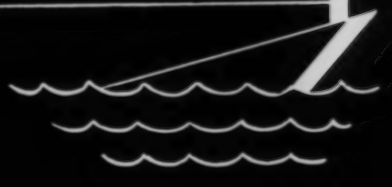

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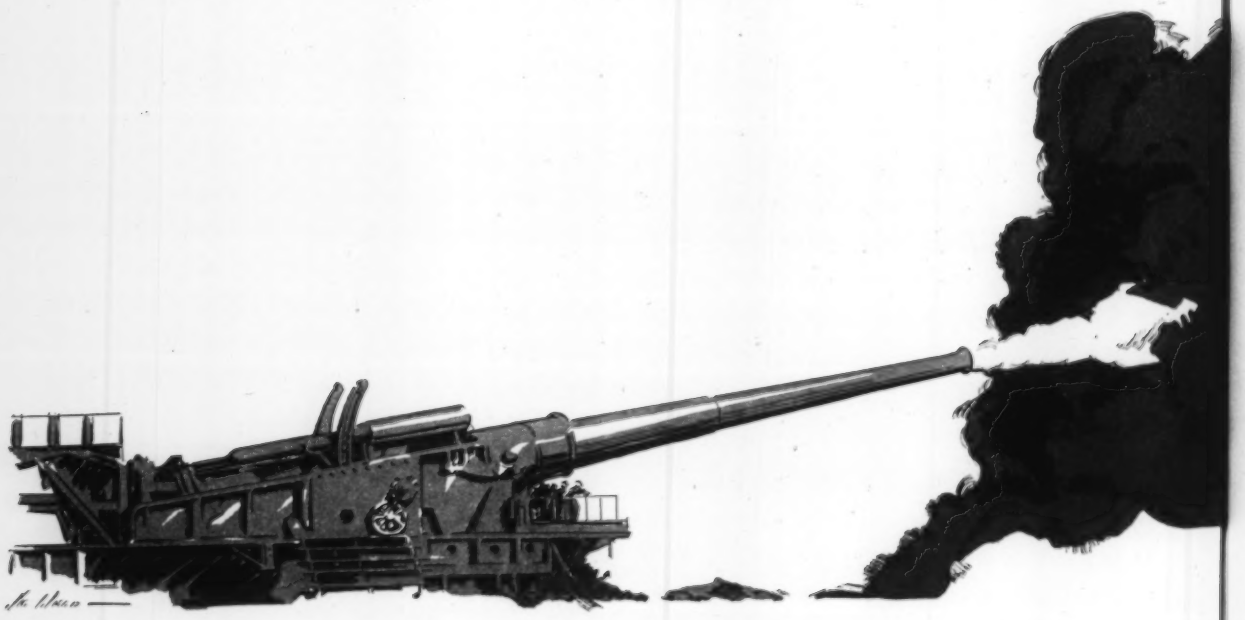

IT'S the men behind the guns that make the difference between success and failure in your recorded radio campaign.

More than fifty years of Western Electric engineering experience and Bell Laboratories research have been coupled with WORLD'S unequalled record as Headquarters for Electrical Transcriptions — and these combined resources are yours to command in WORLD'S method of *Vertical-Cut* Wide Range recording.

Only WORLD'S *Vertical-Cut* recording gives you the full benefit of Western Electric facilities. Produced exclusively on Western Electric recording equipment, only WORLD'S *Vertical-Cut* transcriptions are *truly* Wide Range!

Every note of every instrument is clearly, accurately, infallibly reproduced — every

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sound rings true — every vocal nuance of song and speech reaches its listeners with unimpaired quality. That is "Living Sound," as engineered by the combined resources of Bell Laboratories, Western Electric Company and World Broadcasting System.

"Hearing Is Believing!" An audition at any World office, or World-affiliated station, will prove to you there's nothing else on the air to compare with the amazing quality of beauty and realism of WORLD'S Western Electric *Vertical-Cut* recording and reproduction.

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Probe of Radio

IN THE WANING days of this session, the possibility of a Congressional investigation of radio looms stronger than ever. In these columns we have consistently held that radio has nothing to fear from an investigation fairly conducted.

The White Resolution, which appears to be headed toward adoption (though there is many a slip between committee action and Senate approval) is all-inclusive. It has as its objective a factual probe into possible needs for revision of the existing statute, rather than mere mud-slinging. It is not the result of recent agitation, but represents the studiously considered judgment of Senator White, an authority on radio who can hardly be described as an antagonist of Radio by the American Plan.

In recent weeks there has been a decided swing in Congressional sentiment in favor of an inquiry despite known Administration opposition. Credit for this does not go to the small group that has flailed radio and the FCC over the last few years in as aggressive and persistent a lobby and publicity campaign as we have ever witnessed. Rather it is due partly to the recent vote of the FCC on the resolution to invite Congress to investigate the Commission. The commissioners voted it down 5 to 2. But the fact that two commissioners voted the "invitation to investigate", one of them a recent Roosevelt appointee, caused the lifting of many a Congressional eyebrow.

If an investigation is ordered, the broadcasting industry must have the right to present its side and can be relied upon to do so. Since so many varied accusations against radio and its regulators have been published, many emanating from within the FCC's own ranks under its own press imprimatur, the burden of proving their veracity will fall upon the accusers. Program control or restriction has been suggested, but the intra-Commission controversy transcends even this phase. It is surcharged with personalities, which may be aired in such fashion as to bring to mind the recent TVA squabble.

Since an eventual investigation is inevitable, it may as well be now. But the broadcasting industry is not disposed to become the "fall guy" for incompatible personalities within an FCC which admittedly hasn't yet put its own house in order despite President Roosevelt's announced determination that his new appointees should "clean up the mess".

The Radio Census

ALL SORTS of polls of radio set ownership are offered periodically, but the one that has achieved acceptance by advertisers, agencies and broadcasters alike is that prepared by the Joint Committee on Radio Research and published in full detail in this issue. Though the enormous task of sampling and estimating is underwritten by radio, the actual job is carried forward and the results finally accepted by research experts of the Association of National Advertisers, the American Association of Advertising Agencies and the National Association of Broadcasters. Thus a realistic approach is assured, for the advertisers and the agencies may be counted upon not to give radio a whit more than its due.

The 1938 finding that 82 out of every 100 homes in the country as a whole have radios—91 out of 100 in the cities and 69 out of 100 in the rural areas — compares with 73.45% when the last count was made in 1936. It discloses the steady forward march of radio set sales, reflecting the steadily increasing acceptability of radio in American life. It shows that while radio has not yet reached the saturation point, it is depended upon for entertainment, education, news and advertising by more than four-fifths of the nation's populace. The state-by-state and county-by-county figures provide renewed guideposts for the calculating of potential audience and the charting of advertising campaigns, network or spot.

Few other media can even remotely approach the degree of coverage radio is shown to provide. The Joint Committee's figures give radio the finest accolade of public acceptance yet advanced from any source. Joined with the established "pulling power" of radio as an advertising medium, the Joint Committee's report should make every radio executive more keenly aware of the vital importance of radio in the American scheme of economy.

Hearings and Havana

THE MOST important proceedings affecting broadcasting since the FCC's advent four years ago as the radio regulatory authority, will soon get under way. Open and unrestricted hearings on proposed new rules and regulations will start next month. These hearings can only be regarded as the forerunner of new broadcast allocations in the standard band—the first since 1928.

More than two years in the making, the proposed new rules, in general, are not objectionable. But there are several provisions, as recounted in this issue, in which may lurk serious danger to the future of radio. It is a foregone conclusion that these will be subjected to intensive scrutiny if not vigorous opposition.

The rules are only in the "proposed" stage. They have not been promulgated by the FCC to become effective at any predesignated date. They were issued simply as a basis for the impending hearings, and will become the groundwork not only for the so-called superpower issue but also for a sweeping revision of existing standards governing technical broadcasting.

It seems a pity that the hearings must go on prior to ratification by the Senate of the Havana Treaty relating to broadcast allocations on the North American Continent. True, the proposed new rules cover all of the basic technical standards encompassed in the treaty, but the actual frequency shifts—the kernel of the nut—remain untouched.

The treaty has been bottled up in the State Department for several months, we understand, because of objections raised in administration quarters to provisions relating to clear channels and superpower. While we now hear the objections have been withdrawn, nothing has happened, and there is serious doubt about ratification of the pact at the current session of Congress. Failure to ratify might result in serious complications—possibly repudiation of the treaty by the neighbor nations—and the fine job accomplished in Havana last winter may go for naught.

Broadcasting service in this country technically excels that of all other nations. The purpose of the proposed new rules is fundamentally that of improving the technical structure; of providing maximum service to a maximum of the population. In the forthcoming hearings that cardinal precept should not be lost sight of either by industry or government.

The RADIO BOOK SHOP

CHARLES J. YOUNG, son of Owen D. Young and RCA's facsimile research and development expert, presents technical details of equipment and methods developed for broadcast facsimile service in the April *RCA Review* published by the RCA Institutes Technical Press. His article is illustrated by photos and diagrams. In the same issue of the RCA quarterly is an article on "Measurement of Broadcast Coverage and Antenna Performance" by NBC engineers, William A. Fitch and William S. Duttera.

TRACING the development of radio as a whole, and approaching television as one of its phases, *Television: A Struggle for Power* [William Morrow & Co., $2.75] was released May 11 under the authorship of Frank C. Waldrop, of the *Washington Herald*, and Joseph Borkin, a former FCC telephone division employe. The book is largely historical, posing the patent, regulatory and commercial problems of radio, but leaves it to the reader to draw his own conclusions from its rather cynical interpretations of various aspects of radio.

We Pay Our Respects To —

SAMUEL RAWLINS ROSENBAUM

IN EVERY crisis new leaders usually come to the fore. The broadcasting industry, paralyzed by inactivity on its own behalf, passed through a crisis several months ago. Though far from being out of the wilderness, it seems to be on the proper course.

This upheaval, which inspired a "new deal" trade association developed a new crop of leaders in the industry. Thrown into the spotlight was Mark Ethridge, now president of the NAB, as generalissimo. Around him developed other new figures, who flanked some of the older ones who long had given their time and energy to the industry's problems. These new leaders participated in the "bloodless coup" that was to remould the industry front.

Among them was one "unsung hero", a man who worked indefatigably behind the lines. That man was Samuel Rosenbaum, lawyer, banker, patron of the arts, and broadcaster.

A man who had already won his epaulets in both jurisprudence and business, 200-pound, six-foot, 50-year-old Sam Rosenbaum was thrown into radio by chance a few years ago. He assumed the presidency of WFIL, Philadelphia, when that station became the combination of two time-sharing department store-owned stations. His acquaintance with the microphone prior to that had been merely that of a listener, but his knowledge of business and of organization and law came from the school of practical experience and he brought to radio a fresh viewpoint.

Today, although it is not generally appreciated by the industry, Samuel Rosenbaum is the titular head of the most formidable group, numerically and even financially, in broadcasting. He is the chairman of the Independent Radio Network Affiliates, comprising some 280 stations, which forced the union musicians' issue and which in turn was instrumental under the combined Ethridge-Rosenbaum-Craig (Edwin W. of WSM) leadership in forcing the remoulding of the NAB.

Sam Rosenbaum's group soon will see real action again. He is reuniting it for the FCC inquiry into the so-called "chain-monopoly" issue, ordered a few weeks ago. In this inquiry will be involved the fundamental relationship of network to station affiliate. At the last meeting of the NAB board of directors in Washington April 30, Mr. Rosenbaum was asked to have IRNA represented in the FCC proceedings, and he is following through.

That is only one of the current industry activities in which Mr. Rosenbaum is actively engaged. He is chairman of the Labor Relations Committee set up by the new NAB —selected for the post by President Ethridge because of his masterful handling of the AFM negotiations for IRNA. The importance of this portfolio to the industry at large need not be reviewed here, for every man on either side of the microphone knows the current implications of labor.

It was in 1934 that Sam Rosenbaum first scanned a station rate-card. That was for WFIL, which had just become the full-time 560 kc. regional outlet for the NBC-Blue in Philadelphia. WFIL was formed after a consolidation of WLIT, owned by Lit Brothers Department Store, and WFI, owned by Strawbridge & Clothier. Mr. Rosenbaum at the time was a director of Lit Brothers (and still is) and because of his ability as a negotiator, he was called in to bring the competitive store factions together and set up a separate corporation to run the combined stations, in which each store maintains a 50% ownership.

Mr. Rosenbaum invited to the general management of the new station Don Withycomb, then NBC station relations director; he in turn brought with him as his chief assistant Roger W. Clipp, also identified with the network's station relations department. The same executive group still guides the destinies of the station.

Since then, some $350,000 has been expended for the building of new studios and offices in the Widener Bldg., incorporating every modern radio device, and for a new transmitter just completed on a 36-acre plot on the banks of the Schuylkill.

If you ask Sam Rosenbaum how he became interested in radio, he will respond: "Financial reverses." First there was the uneconomical operation of WLIT as a half-time outlet. The desirability of the consolidation was proven when WFIL almost from the start went on the right side of the ledger. Then, after a few spontaneous outbursts at NAB conventions, where he spoke his mind on current issues, and won spontaneous applause, he pitched into the IRNA-musicians controversy because it was another problem that threatened financial disaster unless met by an organized industry front.

Samuel Rosenbaum was born in Philadelphia Sept. 28, 1888. After a preliminary education in public and high schools, he entered the University of Pennsyl-

(*Continued on Page 50*)

PERSONAL NOTES

EARL J. GLADE, managing director of KSL, Salt Lake City, has been elected president of the Salt Lake City Rotary Club. Frank B. McLatchy of the executive staff of KSL, is a candidate for the presidency of the Salt Lake Ad Club which will shortly hold its elections.

ELLIOTT ROOSEVELT, president of Hearst Radio Inc. and owner of KFJZ, Fort Worth, attended the Kentucky Derby at Louisville May 7 with Gillmore N. Nunn, operator of WLAP, Lexington, Ky.

LENOX R. LOHR, president of NBC, will speak on "Some Social Aspects of Advertising" at a banquet of the National Federation of Sales Executives at the Baker Hotel, Dallas, May 20.

ROBERT PARSHALL, formerly of Portland, Ore., has been named sales manager of KGBU, Ketchikan, Alaska.

GEORGE MILLER, new to radio, has joined the sales staff of WSGN, Birmingham, Ala. Josephine Marlowe has been named secretary to Henry P. Johnston, general manager of WSGN.

W. K. BAILEY, formerly of WAAW, Omaha, has been named manager of KBIX, Muskogee, Okla.

WEBLEY EDWARDS, general manager of KGMB, Honolulu, is making a six-weeks' tour of the States. He was recently elected vice-president of the Conquest Alliance Co.

ARDE BULOVA, watch manufacturer and broadcaster, sailed on the *Normandie* May 4 for a European sojourn.

DR. FRANK STANTON, manager of CBS division of market research, spoke May 12 on "The Radio Audience" before radio students of Wayne U., Detroit.

CARL A. DOTY, sales promotion and merchandising manager of WOAI, San Antonio, resigned effective May 21 and expects to make his home in New York.

FLOYD DAY, new to radio, has joined the commercial staff of KGVO, Missoula, Mont.

JERRY NORTON, formerly account executive with Allied Adv. Agencies, San Francisco, recently resigned to join the sales staff of KYA, that city. He replaced Dan Weldon, who has joined NBC sales in San Francisco.

EVELYN BLEWETT has been appointed director of consumer education for Don Lee Broadcasting System, with headquarters at KHJ, Los Angeles. She was formerly associated with Burroughs Inc., Los Angeles direct mail agency, and has written several books on consumer education.

L. RAY RHODES, formerly with Sterling Engraving Co., San Francisco, recently joined the NBC sales staff in San Francisco.

JOSEPH MEYER, formerly with KROW, Oakland, has joined the sales staff of KGGC, San Francisco.

DON B. ABERT, manager of WTMJ, Milwaukee, is the father of a baby girl born May 3.

FRANK E. MASON, NBC vice-president in charge of international broadcasting, will discuss that phase of radio May 17 as principal speaker at the Broadcasting Day Luncheon of the Cleveland Chamber of Commerce.

BEHIND the MIKE

JACK STANLEY, formerly musical director and program manager of the Southwest Network, headquartered at KRLD, Dallas, Tex., has been appointed musical director of KEHE, Los Angeles. He succeeds Claude Sweeten who resigned that post to become musical director of KFI-KECA, Los Angeles on May 16. Sweeten replaces Earl Towner, resigned. The appointment of Sweeten is regarded in Southern California as the initial move in the proposed switch of KEHE facilities and assets to Earl C. Anthony who owns and operates KFI and KECA. Mr. Anthony is awaiting the FCC's approval of his purchase of KEHE, now operated by Hearst Radio Inc. [BROADCASTING, April 15].

MARCUS BARTLETT, musical director of WSB, Atlanta, and president of the student body at Emory University, has just been elected to Phi Beta Kappa. Besides holding down a full time job at WSB and taking full courses at the university, Bartlett handles reading of the comics over WSB on Sundays and during the season announces football.

GEORGE LIVINGSTONE, head of Ferris & Livingstone, Chicago branch of the Earle Ferris radio publicity organization, and Evelyn Welch, free-lance writer, will be married in the Bond Chapel on the University of Chicago campus June 18.

EWING CANADAY has been promoted to merchandising manager of KWKH-KTBS, Shreveport, La. Fred Scott, Formerly of WSIX, Nashville, has joined the KTBS announcing staff. Horace Logan, KWKH announcer, broke the range record in winning a 200-yard small-bore match in the Texas State Rifle Meet. He scored 198 out of 200. Frank Bignell, formerly of KTUL, Tulsa, has joined the KTBS staff.

ROBERT A. SCHMID, sales promotion manager of Mutual, on May 12 spoke on "Merchandising the Radio Program," before the Young Lithographers, at the Advertising Club of

WALTER S. ZAHRT, formerly of Tracy-Loche-Dawson, Dallas, has joined the national advertising department of KWKH-KTBS, Shreveport, La.

BERT HAUSER, NBC New York sales promotion manager, was in Hollywood in early May on a tour of network-owned and managed stations.

PHILIP COHAN, CBS producer of the Paul Whiteman program for Liggett & Myers Tobacco Co. (Chesterfield cigarettes), left New York May 10 for Duke University in Durham, N. C., where he auditioned undergraduates for possible casting in the Whiteman show which originated there on May 13. Mr. Cohan will precede Whiteman on other college trips, to look over the talent crop.

GEORGE JENNINGS, program director of KVI, Tacoma, and James Wallace, chief engineer were featured speakers at the recent convention of the Washington State Federation of Music Clubs at Bellingham.

TOM HUTCHINSON, an NBC television director, addressed the Columbia University class in radio writing on May 9. He talked on television production problems, and possible forms of television drama.

A. A. SCHECHTER, NBC special events director, on April 11 addressed students of the University of Missouri and later in the day those of Stevens College, both in Columbia, Mo., on "Radio News Gathering."

GEORGE McCALL, CBS Hollywood *Screenscoops* commentator, sponsored by P. Lorillard Co. (Old Gold cigarettes), on May 3 started writing a column syndicated by Associated Features.

JUDSON COLLINS has joined the staff of WSGN, Birmingham, Ala., as sportscaster. Elizabeth Collins of the WSGN production department is recovering from an appendectomy.

O'DARRELL CUNNINGHAM, formerly of KTOK, Oklahoma City, has joined KBIX, Muskogee, Okla., as announcer and salesman.

DOUGLAS FLEMING, formerly of WBBM and WCFL, Chicago, has joined the announcing staff of KTHS, Hot Springs, Ark., to replace Harry Jackson, resigned.

ALEX RUBEN, formerly vice-president of Hillman-Shane Adv. Agency, Los Angeles, has been appointed promotion manager of KFWB, Hollywood.

LANE DAVIS, newscaster of KWTO-KGBX, Springfield, Mo., recently married Frances Lee Smith.

CHESTER G. RENIER, program director of KMOX, St. Louis, is planning a trip to Mexico early in June, during which he will inspect radio stations in Monterey, Vera Cruz and Mexico City.

CARLTON E. MORSE, writer of *One Man's Family*, is making a motion picture record of construction progress on NBC Hollywood Radio City studios.

MARY JOHNSON, former editor of the Shell Oil Co.'s employes' magazine in St. Louis, has taken over the *Woman's Home Companion's* Carolyn Pryce program at KMOX, St. Louis. Marian K. Willier becomes *Jean Abbey* for the magazine.

NOAH (Doc) TARANTINO of the WGN, Chicago, musical department, has returned to work following an injury in an auto accident.

CHARLES BERRY, announcer and commentator of WOV-WBIL, New York, and Yolanda d'Este, of the stations' dramatic staff, will be married the first week in June.

JOSEPH BOLEY, English announcer of WOV-WBIL, is convalescing from a minor operation at Gotham Hospital, New York.

GEORGE HOGAN, formerly with WCAU, Philadelphia, has joined the announcing staff of WNEW, New York.

THOMAS DANE, formerly with stations in Florida, has joined the announcing staff of WIP, Philadelphia, to replace George Sutherland, resigned.

LEWIS TEEGARDEN, formerly program director of KEHE, Los Angeles, has passed the California state bar examination.

FROM TEXAS via KNOW, Austin, and WSYR, Syracuse, N. Y., came William Ware (left) to WCAU, Philadelphia, where as a daily news commentator he made such an impressive record that the local One Hundred Club, prominent civic organization, honored him with scroll and cup. Horn & Hardart Baking Co. sponsors Mr. Ware in a 26-week series.

Samuel Rosenbaum

(*Continued from Page 49*)

vania intent upon becoming a chemist, receiving his BS degree in 1910. But the bar beckoned and he received his law degree from the same university in 1913. Adept in his chosen profession he was sent to England on a fellowship and attended the Inns of Court from 1913 to 1916. He wrote a book, *The Rule-Making Authority in the English Supreme Court*, which was published by the University of Pennsylvania in 1917. It got him his Master of Law degree. More than that, the work became the basis for the reform of the procedure in the courts of this country and was recognized in Congress and in state legislatures. The main point he espoused in the book, which has been pursued since, is that of turning over to the courts the power to regulate procedure by rules of the court, rather than by statute, thus resulting in greater flexibility.

Upon his return to this country in 1916, he served as draftsman for the American Judicature Society, in Chicago, under Dean Wigmore and assisted in drafting model codes of procedure for the country. In 1917, at the outbreak of the war, along with Dean Wigmore, he joined the legal staff of Maj. Gen. Enoch Crowder, Judge Advocate General of the Army, to assist in drafting war regulations.

With that assignment completed in latter 1917, Mr. Rosenbaum was named assistant U. S. Attorney in Philadelphia, and was assigned with Owen J. Roberts, now Supreme Court Justice and then also an assistant district attorney, to prosecute all of the cases arising under the war statutes.

General practice of law in Philadelphia became his pursuit in 1919. From 1920 to 1924 he was assistant city solicitor under Mayor Moore in charge of all litigation relating to public utilities in the city.

Entering the general business field in 1926, Mr. Rosenbaum became a member of the firm of Albert M. Greenfield & Co., engaged in real estate and mortgage financing. Four years later he was elected a vice-president of Bankers Bond & Mortgage Co. and Bankers Securities Corp., affiliates of the Greenfield firm. Then, in 1934, he took his forced fling at radio. He still carries on with the Greenfield firm as a partner, in addition to his radio duties.

Active in civic affairs, Mr. Rosenbaum in 1936 was appointed by Governor Earle as a member of the Banking Board of Pennsylvania, a post he still holds. He continues active as a text-book writer and has written and published a number of legal treatises. He is a contributor to the *Encyclopedia Brittanica* on legal subjects.

In 1913 Mr. Rosenbaum married Rosamond M. Rawlins of Dorset, England. She died in 1924. There were three children. In 1933 he married Edna Phillips, first harpist of the Philadelphia Orchestra, of which Mr. Rosenbaum is vice-president and of which he has been a board member since 1928.

The Rosenbaum children are Jack, 23, who is married and lives in New Orleans; Peggy, 21, married, and residing in Mexico City; Heather, 15; Joan, 3; David Hugh, just six weeks old.

His hobby is hiking and caring for flowers and shrubs on his Germantown estate, where he lives in a house built in 1779.

LEW HENRY, announcer of WHK-WCLE, Cleveland, and Agnes Vincent will be married May 17. They were formerly featured on the CBS show *Agnes & Lew*.

MARTIN BLOCK, program director of WNEW, New York, and conductor of *Make Believe Ballroom*, has been given an honorary life membership in Westchester County Local 402, American Federation of Musicians.

DAVE ROBERTS, formerly of the announcing staff of WSMK, Dayton, has joined KMPC, Beverly Hills, Cal. He succeeds Don Martin, resigned.

DOUGLAS FLEMING, formerly in charge of the Missouri operations of WTAD, Quincy, Ill., has joined KTHS, Hot Springs.

ROBERT N. BROWN, program director of WBBM, Chicago, was the principal speaker before the radio session of the State convention of the Illinois Federation of Women's Clubs in Chicago May 4.

CLARENCE O. BULLARD, formerly with Andrew H. Cone Adv. Agency, New York, has been appointed continuity chief of WTOL, Toledo's new 100-watt station.

CECIL OGLE, guitarist, will direct the new studio orchestra of WSPD, Toledo, which consists of Fred Bardsley, violin; Chuck Poffenbaugh, piano; Art Hall, trumpet.

ART GILMORE, CBS Hollywood announcer, and Grace Weller are to be married May 18.

PETER GRANT has replaced Paul Sullivan as newscaster on WSAI, Cincinnati, for the 13-week daily series sponsored by the local Capitol Barg Dry Cleaning Co.

DALE MORGAN, announcer of the Iowa Network, is the father of a baby girl born April 29. June Bilderback, of the traffic department of KSO-KRNT, Des Moines, married Joseph A. Jarc May 7.

DON KELLEY, formerly of KOIL, Omaha, has joined the announcing staff of WLS, Chicago.

EDDIE HANDLEY, manager of the Oakland studios of KYA, San Francisco, became the father of a baby boy recently.

VERN HANSEN, has returned to his post as announcer at WGN, Chicago, following a leave of absence because of ill health.

BEN HARKINS, of the production staff of KFRC, San Francisco, has been named program manager.

JACK DREES, formerly of WSUI, Iowa City, has joined the announcing staff of WJJD, Chicago. Adela Kay, formerly of KOIL, Omaha, and WHIP, Hammond, Ind., has joined the WJJD continuity staff.

KENNETH OWEN, announcer-producer, formerly of KPMC, Bakersfield, Cal., has joined the announcing staff of KJBS, San Francisco.

GEORGE HOGAN has resigned from the announcing staff of WCAU, Philadelphia, to continue law studies in New York.

EMILIA HODEL, assistant radio editor of the *San Francisco News*, recently was named radio editor.

DON MARCOTTE has returned to his post as head of the music library of NBC-Chicago, following a short term with Warner Bros.

BILL HARDING, announcer, and Eloise Bradford, singer, both of WINS, New York, were married May 3.

LUCY CUDDY, supervisor of drama at KSFO, San Francisco, is writing the annual San Juan Bautista Pageant, which will be presented at the old California Mission. J. C. Morgan, KSFO production manager, will direct.

H. ARTHUR GILBERT, formerly with the Murray R. Director Adv. Agency, New York, has joined the production department of WHN, New York.

FRANK BARTON, announcer of NBC, San Francisco, and Margaret Heilig, will marry in July.

ALBERT DOWLING, formerly of WBEN, Buffalo, has joined the announcing and continuity staffs of WKBN, Youngstown, O.

MEL VICKLAND, announcer of NBC, San Francisco, and Natalie Park, NBC actress, were injured recently in an automobile accident near Salinas.

DON DAVIS, formerly of WMBH, Joplin, Mo., and KAND, Corsicana, Tex., has joined the announcing staff of KMJ, Fresno, Cal.

WOODRUFF BRYNE, formerly of WNOX, Knoxville, has joined the announcing staff of WIS, Columbia, S. C.

BOB TYLER, announcer of KOY, Phoenix, was recently married.

DOROTHY BROWN has been transferred from the NBC San Francisco continuity acceptance department to Hollywood as assistant to Wendell Williams.

MRS. FRANCES WILDER has been appointed CBS Hollywood personnel director succeeding Clifford Carlson, resigned, and continues as assistant to Fox Case, CBS West Coast public relations director.

JACK PATTON, announcer of KMTR, Hollywood, resigned, has gone to Chicago.

ZAC FREEDMAN, New York stage producer, has joined the CBS Hollywood production staff.

MELVIN ANGLE, announcer of KEHE, Los Angeles, and Fern Peacock were married May 1.

ROBERT DE HAVEN, formerly on the staff of WTCN, Minneapolis, and recently with KVOO, Tulsa, has rejoined WTCN as program director.

To

WREC

In Recognition and Appreciation

Whereas, the Radio Stations of America, ever conscious of their obligation, faithfully observe, report and interpret the acts of mankind toward civic and social advancement; and

Whereas, in fulfilling this great obligation, Radio becomes a force of incalculable value to those banded together for the promotion of national welfare; now

Therefore, be it resolved, that

The United States Junior Chamber of Commerce

and

The Memphis Junior Chamber of Commerce

express, in this way, gratitude and appreciation of the time and effort so unstintingly and heroically given to broadcasting flood conditions for 572 continuous hours, and to their soliciting a $75,616.02 relief fund for distressed humanity during the 1937 flood.

Dated this twenty-first day of April, A. D. 1938

Rowell P. Rosengren
President, United States Junior Chamber of Commerce

Thomas L. Reid
Executive Secretary, United States Junior Chamber of Commerce

Rodney Baber
President, Memphis Junior Chamber of Commerce

John W. Hurst
Secretary, Memphis Junior Chamber of Commerce

Advertisement

Reps

ASSOCIATED BROADCASTING Co., Toronto, announces a list sent to Canadian advertising agencies giving 17 stations for which it is now acting as representatives on a non-exclusive basis. The stations are: CFNB, Fredericton; CFAR, Flin Flon; CKCR, Kitchener; CJCB, Sydney; CKCV, Quebec; CFCO, Chatham; CHGS, Summerside; CFCY, Charlottetown; CHWK, Chilliwack; CJLS, Yarmouth; CHNC, New Carlisle; CFCT, Victoria; CKNX, Wingham; CKSO, Sudbury; CJCJ, Calgary; CKPC, Brantford; CKBI, Prince Albert.

CFCF, Montreal, has appointed All-Canada Radio Facilities Ltd., Toronto, as exclusive representative for Canada except in the Montreal area. CKSO, Sudbury, has appointed Dominion Broadcasting Co., Toronto, as special representative.

ALFRED V. BAMFORD, Chicago manager of Conquest Alliance Co., recently spoke before the Export Managers Club of Chicago on the "Influence of Radio Broadcasting in Export Markets."

J. LESLIE FOX, recently appointed Pacific Coast manager of International Radio Sales, has established offices on the fifth floor of the Hearst Building, San Francisco.

KTHS, Hot Springs, Ark., has appointed John Blair & Co., its national representative replacing Gene Furgason & Co., as of May 4.

WAIR, Winston-Salem, N. C., has announced that it is no longer represented by Bryant-Griffith & Brunson.

The Radio Education Problem

(*Continued from page 41*)

operation and test. In Wyoming and Colorado, 27 agencies and institutions, including 12 colleges and universities, have entered into an arrangement for the production of a composite program to be offered to the commercial stations in the region.

This program will consist of broadcasts contributed by the individual agencies, no one of them assuming responsibility for a very large part of the program, but each concentrating its resources upon the production of a few high grade broadcasts. By this pooling of resources, a wider regional selection of talent is possible. The financial burden will not be heavy upon any single contributor. The training of broadcasters will be less burdensome. Better broadcasts will be made available to the stations.

The plan also includes the establishment of a central expert staff to assist the contributing members in the preparation of broadcasts, in the selection of broadcasters, in the training of broadcasters. The central staff will make necessary business contacts with the commercial stations, will have at its disposal a producing studio with full equipment of recording apparatus. The recording apparatus will be useful in training of broadcasters, in the perfecting of programs, and in the duplication of broadcasts which, in the shape of records, will make it possible to offer service to widely scattered broadcasting stations.

Preliminary surveys of the region show amazing resources in program talent and material. The best of this would be taken for the public program. It is thought that the program might start with the equivalent of two 15-minute broadcasts per day, not carried wholly on any one or two stations, but by distribution among the broadcasting stations made available to the majority of listeners in the region. It is probable that the first program will contain several series of broadcasts to the school classrooms in the region. A half-dozen teachers colleges in the region will probably furnish one series each in a single field of instruction, thus reducing the burden on each college, permitting selection and concentration of the resources and still make the entire series available to most of the schools in the region.

Radio can illumine, vitalize, and modernize the school instruction for 33 million youthful American citizens. Through radio the walls of American school houses can be thrown open to the world of sound, connecting students with life in a modern world, with the best of the world's culture. Service to the schools alone will justify the enterprise. The public program will not neglect broadcasts to the general public in health, safety, agriculture, finance, music, history, and public business.

The central staff will guide and stimulate the formation of local organizations, training centers, and radio work shops for the preliminary preparation of broadcasts. When these broadcasts are brought to as high a state of perfection as the local resources will admit, they can then be refined in the central studio. The plan pools the region's resources of talent and transmitting facilities for the service of the region, and will offer each listener a more varied program of high quality.

If a successful demonstration of the soundness of the plan can be made in one region, it is certain from the widespread interest already shown that the plan will be adopted rapidly in other regions. This will make possible inter-regional exchange of experience, of script and of recorded broadcasts. America has solved many problems by cooperative organization. Why not try team work in radio? Why not give each listener the best that America produces?

A BIG BOOST was given radio by Colorado's Governor Teller Amons (left) when he presented this plaque to Hugh B. Terry, general manager of KVOR, Colorado Springs, at a ceremony before 4,000 in the city auditorium. Awarded for distinguished community service, the plaque was the gift of the Disabled American Veterans in appreciation of KVOR and Mr. Terry. "It is with deep sincerity to the service of radio, one of the great benefactors of our state, and in particular to Hugh B. Terry and his station KVOR", Gov. Teller said, "that I present this plaque. And may I add, that your station is an outstanding example of the fine and unselfish service that radio must stand for today. I am strong for radio."

ISOLATED FROM NETWORK SERVICE

Yes, the vast area in and around Cumberland is without consistently satisfactory radio service from any station other than WTBO. It IS ISOLATED from the regular service of ANY network outlet. Because of the mountainous condition of this vicinity, outside stations regardless of power do not do an effective job.

Located in WTBO's service area are 98,400 radio families who listen to WTBO for news, entertainment, and educational features. If you are to get the most in sales and distribution in this market your ONE MUST medium is WTBO . . . especially for NATIONAL ADVERTISERS.

WTBO
Cumberland, Maryland
NATIONAL REPRESENTATIVE: JOSEPH H. McGILLVRA

LOOKING FOR A BRIGHT SPOT?
USE
WROK
ROCKFORD, ILL.
RADIO VOICE
of the rich northern Illinois, southern Wisconsin area
KELLY-SMITH CO., Reps.

In the CONTROL ROOM

HARRY R. LUBCKE, director of television of Don Lee Broadcasting System, has received British patent No. 476,808, which covers synchronization of the television receiver to the transmitter by a circuit separating desired pulses from the incoming signal. Founded on discoveries made six years ago, the device was previously patented in the United States.

DR. O. H. CALDWELL, editor of *Radio Today* and former member of the old Radio Commission, discussed methods of keeping radios in shape in a May 9 broadcast over NBC-Red. He is scheduled for a similar talk May 27 over NBC-Blue.

HARRY BERG, formerly with Hammond Instrument Co., has joined the engineering staff of WJJD, Chicago, succeeding John Madle, who resigned May 2 to join the Chicago police.

WARREN GILMAN has been promoted to maintenance supervision of KSFO, San Francisco.

ELBERT SHERMAN, formerly of WSPA, Spartanburg, S. C., has been named assistant chief engineer of WOLS, Florence, S. C.

CHANNING KRANTZ, recent graduate of the California Institute of Technology, has joined KFAC, Los Angeles, to replace Ed Olds, now with CBS in Hollywood.

JAMES ROSS, engineer of KOY, Phoenix, recently married Miss Ruby Kunze.

EDWARD ROBINSON, formerly of KNX, Hollywood, has joined the transcription department of KHJ, Los Angeles, to succeed Robert Wheeler, resigned.

WARD PERRY and James Ashton, shortwave operators, have joined the engineering staff of WKZO, Kalamazoo, Mich.

BRUCE RATTS, engineer of WOWO-WGL, Ft. Wayne, Ind., has returned to his desk following an attack of measles.

WYNN HANCOCK, formerly program manager and technician of KHBC, Hilo, T. H., has joined KFVD, Los Angeles, as announcer-operator.

FRANK MURPHREE has joined the engineering staff of WSGN, Birmingham, Ala.

LESTER HARLOW, formerly of KUOA, Siloam Springs, Ark., has joined the engineering staff of KBIX, Muskogee, Okla.

Resort Spots in West

WILMINGTON Transportation Co., Avalon, Santa Catalina Island, Cal., a seasonal user of radio time, on May 23 starts a five-weekly quarter-hour man-in-street on four CBS California stations (KNX, KARM, KSFO, KROY) plus KOY and KGAR. Gary Breckner, CBS special events announcer, is to handle the daily broadcasts. He conducted a similar series last season to publicize the island as a summer resort. After the June 30 broadcast KOY and KGAR are to be eliminated from the list. KNX, Hollywood, only will carry the broadcasts from Aug. 1 to Sept. 7 inclusive. The island officially starts its summer season on May 20 and the opening event, to be broadcast over KNX, will be known as Columbia Night at Catalina in compliment to CBS. Neisser-Meyerhoff Inc. Los Angeles, has the account.

TOMORROW'S MEN
Scranton Scouts Do a Good Radio Turn Weekly

NEARING the end of its second successful year on WGBI, Scranton, Pa., is *Men of Tomorrow*, a Boy Scout program designed and produced by local scouts and their leaders. The series consists of an half-hour Saturday morning program broadcast direct from local scout headquarters and features merit badge examinations. Each week a different scout counselor is heard questioning the scouts in an unrehearsed discussion period.

The theme of the series is that scout leadership today makes for better men of tomorrow. Among subjects discussed on the program are electricity, mining, civics, journalism, dramatics, personal health, public health, first aid, cooking safety, stamp collecting and firemanship. According to Edwin I. Megargee, staff executive of WGBI, the series has created unusual listener response.

Former Studios of CBS In Hollywood Are Leased

WITH CBS having moved into its new $1,750,000 West Coast headquarters in Hollywood, the network has leased its former studios at Sunset Blvd. and Gower St., that city, to Max Reinhardt, European director of pageants. Lease is for five years and Reinhardt will use the structure for a school of dramatic acting and as headquarters for his proposed Summer Festival. Building, which also formerly housed KNX, is owned by CBS.

In conjunction with its new studios CBS will continue to operate the Music Box Theatre on Hollywood Blvd. and Radio Playhouse on Vine St., that city. CBS bought the Radio Playhouse more than a year ago for $250,000. The network has a lease on the Music Box Theatre which has three years to go. The new CBS studios at Columbia Square has only one large audience theatre, with a seating capacity of 1,050. Eight other studios in the structure are limited in size, seating around 250 persons each.

N. Y. Milk Series

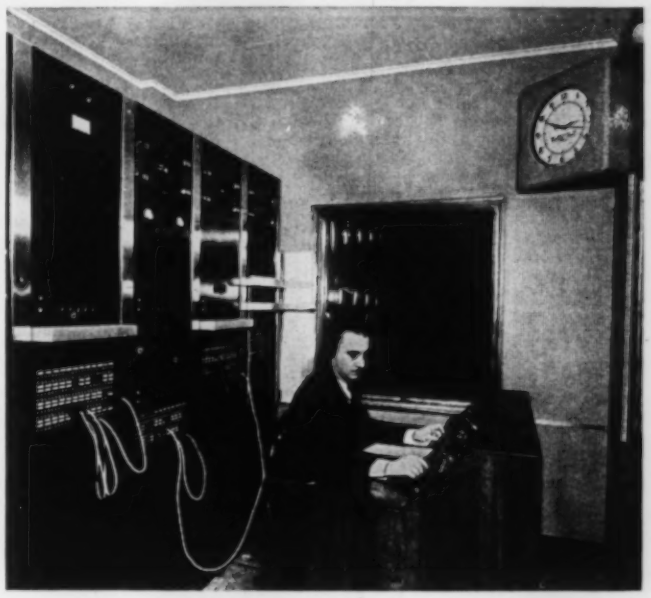
NEW YORK State Milk Publicity Bureau, Albany, N. Y., starting July 11, will use one-minute announcements in daytime hours, five a week, for 30 weeks. Agency is J. M. Mathes, New York, and the following stations will be used: WMCA WHN WBNX WNEW WOKO WGY WIBX WFBL WFYR WHEC WHAM WGR-WKBW WBEN WEBR WESG WBNF WJTN.

New Cosmetic Account

JOSEPHINE CULBERTSON Cosmetics, New York, which has appointed Gussow, Kahn & Co., New York, to direct advertising, will start spot announcements in June, expanding to a national schedule as distribution is widened. Free memberships to a "Bridge of the Month Club" will be given by the one outlet in each city to carry the products, and radio advertising will tie in with this activity.

FOR BETTER MONITORING

Control Room by Johns-Manville



CONTROL ROOM, WEBC, Duluth, Minn. Here J-M Acoustical Engineers applied the sound-control treatment that duplicates studio acoustical conditions. J-M Sound-Control Materials used throughout this station assure high-fidelity transmission of all programs.

THE CONTROL ROOM is the "nerve center" of your station. Improper sound isolation may cause broadcast "jitters"... which show up in feedback . . . and the blurring that goes with it.

J-M Engineers have successfully prevented this condition in control rooms all over the country. Using J-M Acoustical Materials and Sound Isolation, they exactly duplicate the studio's acoustics. The perfect listening conditions secured afford complete and permanent protection for high-quality broadcasts.

Your sound-control problem may arise in studio, control room, transcription room, audition room or transmitter building. Wherever it is, J-M Acoustical Engineers can eliminate the trouble. Or, if you are planning a new station, they will work with you from the start —even check, for basic noise trouble, the sites under consideration. And their recommendations are backed by the broadest experience available today in radio sound control.

Of course you'll want the whole story on J-M Methods and the J-M Acoustical-Engineering Service. What this service has done for others, and how it can help you, is contained in an interesting free brochure, "Studios by Johns-Manville." Write for your copy to Johns-Manville, 22 East 40th Street, New York City.

JOHNS-MANVILLE PRODUCTS

JOHNS-MANVILLE

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBT, Charlotte, N. C.

Walker Remedy Co., Waterloo, Ia., (poultry feed), 6 weekly *ta*, thru Weston-Barnett, Waterloo.
Brown & Williamson Tobacco Co., Louisville (Avalon), 3 weekly *sp*, thru BBDO, N. Y.
Firestone Tire & Rubber Co., Akron, 2 weekly *t*, thru Sweeney & James Co., Cleveland.
Pureoil Co. of Carolinas, Atlanta, 6 weekly *sa*, 13 weekly *sa*, thru Thornley & Jones, Chicago.
Welch Grape Juice Co., Westfield, N. Y., 3 weekly *sp*, thru H. W. Kastor & Sons, Chicago.

KSFO, San Francisco

Workman Packing Co., San Francisco (IXL Tamales) 3 weekly *sa*, thru Tomaschke-Elliott Agency, Oakland.
Marney Animal Food Co., Los Angeles (Marco Dog Food), one weekly *sp*, thru Long Adv. Service, San Francisco.
Axton-Fisher Tobacco Co., Louisville (Spud cigarettes) 7 weekly *sa*, thru Lawrence C. Gumbinner, N. Y.
California Macaroni Co., Oakland (Macaroni) 2 weekly *sa*, thru Emil Reinhardt Agency, Oakland.

KNX, Holywood

California Packing Corp., San Francisco (canned sardines), 5 weekly *sp*, thru McCann-Erickson, San Francisco.
Scudder Food Products Inc., Monterey Park, Cal., (potato chips), 6 weekly *sp*, thru Emil Brisacher & Staff, Los Angeles.
Bekins Van & Storage Co., Los Angeles (moving, storage & furniture), 35 weekly *sa*, thru Brooks Adv. Agency, Los Angeles.

WHN, New York

Axton-Fisher Tobacco Co., Louisville, (Spud cigarettes), 3 weekly *sp*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
General Mills, Minneapolis (Wheaties), weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
Technicians Institute, New York, 4 *sp*, thru Winer Co., N. Y.
Hampden Sales Assn., New York (cosmetics), 3 weekly *sp*, direct.

WMAQ, Chicago

American Tobacco Co., New York (Lucky Strike), *sa*, thru Lord & Thomas, N. Y.
Industrial Training Corp., Chicago (air conditioning courses), weekly *t*, thru James R. Lunke & Associates, Chicago.

WSGN, Birmingham

Bulova Watch Co., New York, 4 daily *sa*, thru Biow Co., N. Y.
Kellogg Co., Battle Creek (cereal), baseball, thru N. W. Ayer & Son, N. Y.
Coca Cola Bottling Co., Birmingham, daily *t*, direct.

KOY, Phoenix, Ariz.

Richfield Oil Co., Los Angeles, 3 weekly *sp*, thru Hixson-O'Donnell, Los Angeles.

KQW, San Jose

Pacific Brewing & Malting Co., San Jose, 5 weekly *sa*, direct.

WCFL, Chicago

Utilities Engineering Institute, Chicago (air conditioning courses) 2 weekly *sp*, thru First United Broadcasters, Chicago.
Dodge Dealers Ass'n. of Chicago (Dodge dealers), weekly *sp*, thru Ruthrauff & Ryan, Chicago.
Master Jewelers, Chicago (jewelry store chain), 6 weekly *sp*, thru I. J. Wagner Adv. Agency, Chicago.
Starck Piano Co., Chicago (pianos), 6 weekly *sp*, thru George H. Hartman Co., Chicago.

KFI, Los Angeles

Johns-Manville Corp., New York (building supplies), 4 weekly *t*, thru J. Walter Thompson Co., N. Y.
Axton-Fisher Tobacco Co., Louisville (Spud cigarettes), 3 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Loma Linda Food Co., Loma Linda, Cal., (health foods), weekly *sp*, thru Lisle Sheldon Adv., Los Angeles.
J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil shampoo) weekly *t*, thru Baggaley, Horton & Hoyt, Chicago.

WIP, Philadelphia

Man O'War Publishing Co., New York, 6 weekly *sa*, thru Metropolitan Adv. Agency, N. Y.
J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil shampoo), weekly *t*, thru Baggaley, Horton & Hoyt, Chicago.
Varady of Vienna, Chicago (cosmetics), 6 weekly *t*, thru Baggaley, Horton & Hoyt, Chicago.
Spatola Importing Co., Philadelphia (wine), 6 weekly *sp*, thru Adrian Bauer Adv. Agency, Philadelphia.

WHIP, Hammond, Ind.

I Am Reading Room, Los Angeles, 3 weekly *t*, thru Allied Adv. Agency, Los Angeles.
Feldman Petroleum Co., Chicago (gas station chain), 7 weekly *sp*, thru Selviair Broadcasting System, Chicago.

KECA, Los Angeles

J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil), weekly *t*, thru Baggaley, Horton & Hoyt, Chicago.

WMCA, New York

J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil Shampoo), 6 weekly *t*, 13 weeks, thru Baggaley, Horton & Hoyt, Chicago.
Varady of Vienna, Chicago (cosmetics), 6 weekly *t*, 13 weeks, thru Baggaley, Horton & Hoyt, Chicago.
Libby McNeill & Libby, Chicago (100 Foods), 3 weekly *t*, 39 weeks, thru J. Walter Thompson Co., Chicago.
Unity School of Christianity, Kansas City, 6 weekly *sp*, 52 weeks, direct.

CKNX, Wingham, Ont.

Veribest Specialty Co., Toronto (soft drink powders), 3 weekly *sa*, thru Tandy Adv. Agency, Toronto.
General Calcium Corp., Toronto (Climax bug killer), 3 weekly *sa*, direct.
Kelvinator of Canada, London, Ont., weekly *t*, direct.
Darling & Co., of Canada, Chatham, Ont., (renderers), 3 weekly *t*, direct.

CFRB, Toronto

O'Keefe's Beverages Ltd., Toronto, 5 weekly *sp*, thru A. McKim Ltd., Toronto.
Sterling Products, New York (Phillips face cream), 3 weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
Orange Crush Ltd., Toronto (soft drinks), weekly *sp*, thru J. Walter Thompson Co., Toronto.

KELD, El Dorado, Ark.

Stanback Medicine Co., Salisbury, N. C. (proprietary), 6 weekly *sa*, thru J. Carson Brantley, Salisbury.
Devoe & Reynolds, New York (Pee-Gee paint), 2 weekly *t*, thru J. Stirling Getchell, N. Y.

WTMJ, Milwaukee

Leef Bros., Minneapolis (Spray-Brite), 30 *sa*, thru Gerald Beskin Adv. Agency, Minneapolis.
Jones Bros., Chicago (venetian blinds), 13 *sa*, thru T. R. Bauerle Adv. Agency, Chicago.

WKBN, Youngstown

Duquesne Brewing Co., Pittsburgh, 6 weekly *sp*, thru Walker & Downing, Pittsburgh.
Standard Oil Co. of Ohio, Cleveland, 2 weekly *t*, thru McCann-Erickson Cleveland.

Drawn for BROADCASTING by Sid Hix

"Very Good, Meadows, You May Tune in the 'Lone Ranger' Now."

KMPC, Beverly Hills, Cal.

Red-E-Popt Corn Co., Los Angeles (popcorn), weekly *sp*, thru Emil Brisacher & Staff, Los Angeles.
White Laboratories Inc., New York (proprietary), 30 weekly *sa*, thru William Esty & Co., N. Y.
Imperial Mutual Life Ins. Co., Los Angeles, 3 weekly *sp*, thru W. B. Ross & Associates, Los Angeles.
Reynolds Health Foundation, Los Angeles (body conditioning), 5 weekly *sp*, thru Allied Adv. Agency, Los Angeles.
Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 6 weekly *sp*, thru Stodel Adv. Co., Los Angeles.

WOR, Newark

De Forest Training Inc., Chicago, weekly *t*, thru Presba, Fellers & Presba, Chicago.
New Jersey State Council, Trenton (eggs and milk), 5 weekly *sp*, thru Federal Adv. Agency, N. Y.
John Morrell & Co., Ottumwa, Ia. (E Z Cut Hash), 5 weekly *sp*, thru Henri, Hurst & McDonald, Chicago.
Eaton Paper Corp., Pittsfield, Mass., *sp*, direct.

WGN, Chicago

Axton-Fisher Tobacco Co., Louisville (Spuds), *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Kelly-Rand Co., Chicago (shampoo), weekly *sp*, thru Selviair Broadcasting System, Chicago.

WHO, Des Moines

Chicago Bedding Co., Chicago, 3 weekly *sp*, thru Selviair Bcstg. Co., Chicago.
Tim Lake Labs., Des Moines (Germite), 3 weekly *sa*, thru United Adv. Co., Des Moines.

WOAI, San Antonio

Sinclair Refining Co., New York, 39 *sp*, thru Federal Adv. Agency, N. Y.
Oneida Ltd., Oneida, N. Y. (silverware), *t* series, thru BBDO, N. Y.

KHJ, Los Angeles

Axton-Fisher Tobacco Co., Louisville (Spud cigarettes), 4 weekly *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

CHML, Hamilton, Ont.

Canada Packers Ltd., Toronto, (Maple Leaf Soap Flakes), 3 weekly *sa*, thru E. W. Reynolds & Co., Toronto.

WNEW, New York

Man O'War Publishing Co., New York, 12 weekly *sp*, 52 weeks, thru Metropolitan Adv. Co., N. Y.

WFIL, Philadelphia

Quaker Oats Co., Chicago, 5 weekly *sp*, thru Mitchell-Faust Adv. Agency, Chicago.

Uses 19 Hours a Week

COMMUNITY OPTICIANS Brooklyn Inc., through Commonwealth Adv. Agency, Boston, has bought 19 hours a week on WMCA, New York. The time provides for three news programs daily, seven days a week, by Garnett Marks; two shows a day, six days a week, by *Zeke Manners and his Gang*; transcribed daily series, *Battle of the Bands*, with Don Kerr; *Street Forum* with Joe O'Brien; *Sports Resume*, daily by Dick Fishell; *Detective Dramas*, weekly by the WMCA stock company; *Four Aces Bridge Court;* and *Dance Parade*. The 19-hour-a-week contract, which started May 1, is for 52 weeks.

WSLI are the call letters issued by the FCC for the new local station in Jackson, Miss., which it has authorized the Standard Life Insurance Co. of the South to erect [BROADCASTING, May 1].

FCC Scrutiny Is Seen In Mutual-CKLW Relay

FCC SCRUTINY of authority to Mutual Broadcasting System to relay programs to CKLW or other Canadian stations, was indicated in a letter to WJBK, Detroit local, in response to a protest from that station. T. J. Slowie, FCC secretary, in a letter April 26 to James F. Hopkins, WJBK manager, said FCC records do not reveal any application on file from Mutual requesting extension of its authority to send programs to Canadian stations. He added, however, that "when such an application is filed, your letter will be associated therewith and will be brought to the attention of the Commission."

In his protest [BROADCASTING, May 1] Mr. Hopkins alleged numerous activities in connection with the Detroit-Windsor situation. Referring to allegations of a "lottery" and to competition with Detroit commercial accounts, Mr. Slowie pointed out that the FCC has "no direct supervision over Canadian stations" but that it "does have the authority to grant or refuse authority to send programs to such stations for broadcasting."

KARK, Little Rock, Ark., has been given a contract to record 80 fifteen-minute discs to promote Arkansas' participation in the New York World's Fair of 1939. Designed to induce contributions to finance a large Arkansas Exhibit at the exposition, the platters will be broadcast over eight stations in Arkansas.

BASEBALL broadcasts on WHK-WCLE, Cleveland, originate in a display window on the main floor of Terminal Tower, Cleveland, at top of the ramp leading to the rapid transit system. In photo (l to r) are Pinky Hunter and Jack Graney, who get reports from a Western Union operator. General Mills and Socony-Vacuum are sponsors of the recreations of out-of-town games of the Cleveland Indians. Graney formerly played with the Indians.

Allied Mills to Place

ALLIED MILLS, Chicago (Kreemex pancake flour), which use 10 stations last winter, will make plans in late June for radio advertising to start this fall. Radio, as in the past, will likely be confined to eastern markets. Morris - Schenker-Roth, Chicago, is agency.

WENY are the call letters assigned by the FCC for the new station it has authorized the *Elmira* (N. Y.) *Star-Gazette*, a Gannett newspaper, to construct [BROADCASTING, May 1].

New CBS Rate Card

CBS Rate Card No. 24, effective April 1, was distributed to agencies and advertisers May 6 along with a new brochure titled *To Shrink Space*, setting forth the 14 new stations and 94 major improvements in CBS outlets made since August, 1937. The new stations listed as CBS affiliates are KARM, Fresno; KROY, Sacramento; KGAR, Tucson; KIRO, Seattle; KSFO, San Francisco; WAPI, Birmingham; WNBX, Springfield, Vt.; WGAR, Cleveland; WEOA, Evansville, Ind.; WRDW, Augusta, Ga.; KDAL, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WBRK, Pittsfield, Mass. Also listed is KGGM, Albuquerque, N. M., which joins the network on or before Sept. 1 of this year. A description of each station and its market is contained in the brochure. The rate card lists 113 stations in 112 cities with the day and night rates for each, starting with basic and broken down by available supplemental groups. Not listed as yet was KOIL, Omaha, which recently announced its intention of severing its affiliation with NBC-Blue and joining CBS as soon as arrangements can be made.

ART LINKLETTER, radio director of the 1939 Golden Gate International Exposition, to be held on Treasure Island in San Francisco Bay, states that more than $500,000 will be expended on equipment and staff for the Treasure Island radio and public address programs, exclusive of talent. The latter will be sponsored by exhibitors and governments as well as by the Exposition directly.

Fruit Extract Test

NESBITT FRUIT PRODUCTS, Los Angeles, using radio for the first time, to introduce Mak-A-Quart, orangeade base, to the consumer market on June 6 will start a 13-week test campaign using twice weekly participation in *Jane Weaver's Home Forum* on WTAM, Cleveland. Agency is Mayers Co., Los Angeles.

Blind Cleaner Testing

SEE-MORE Products Co., Chicago (venetian blind cleaner) has started test announcements on the *What's New in Milwaukee* program, 11-11:30 a. m., on WTMJ, Milwaukee. Samples are given on request. If test proves successful other stations may be added about July. T. R. Bauerle Adv. Agency, Chicago, has the account.

This is KWK in St. Louis"

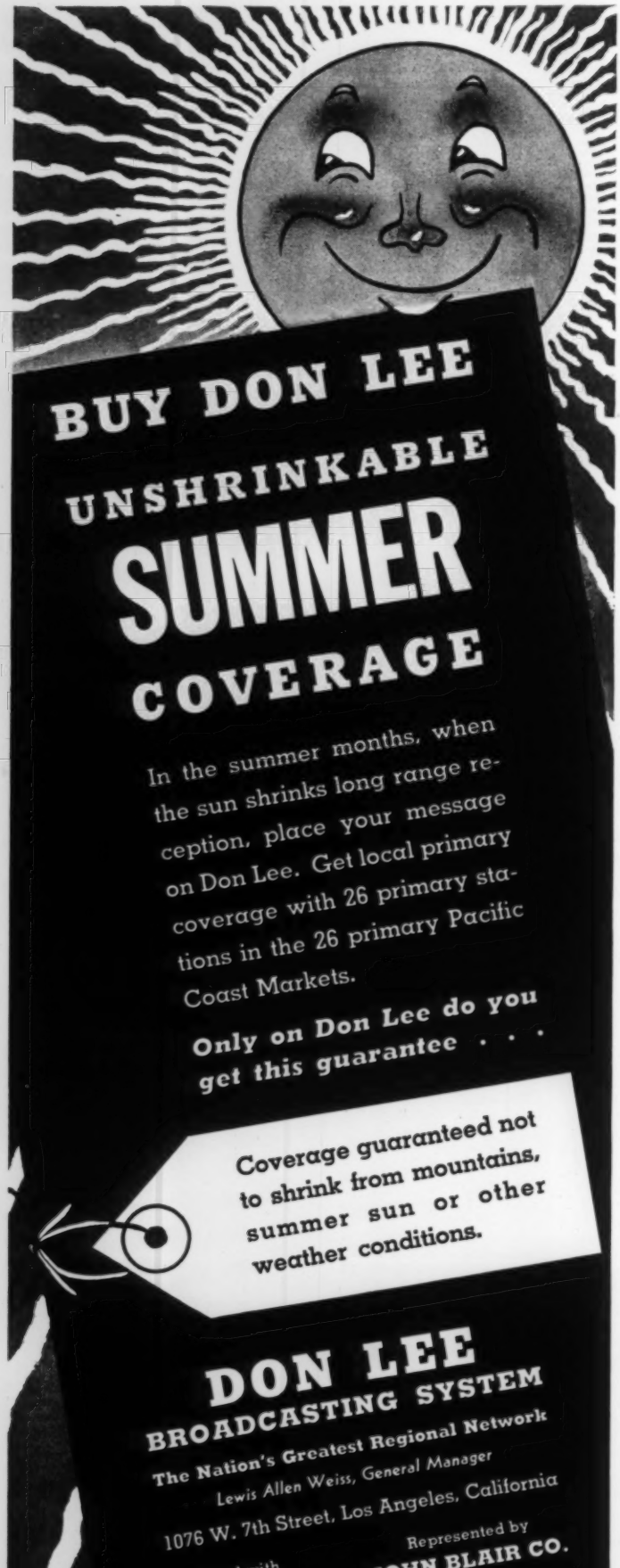
To the listeners in the St. Louis area that phrase has the same significance as the word "Sterling" on silver—THE BEST IN RADIO. And the advertisers taking advantage of our enviable position are getting big returns. So be sure to investigate what KWK has to offer before signing your next contract.

THOMAS PATRICK Incorporated

HOTEL CHASE ST. LOUIS, MO.

REPRESENTATIVE - PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO


BUY DON LEE
UNSHRINKABLE
SUMMER
COVERAGE
In the summer months, when the sun shrinks long range reception, place your message on Don Lee. Get local primary coverage with 26 primary stations in the 26 primary Pacific Coast Markets.
Only on Don Lee do you get this guarantee . . .
Coverage guaranteed not to shrink from mountains, summer sun or other weather conditions.
DON LEE
BROADCASTING SYSTEM
The Nation's Greatest Regional Network
Lewis Allen Weiss, General Manager
1076 W. 7th Street, Los Angeles, California
Affiliated with
MUTUAL
Represented by
JOHN BLAIR CO.

Radio Advertisers

BOWEY's Inc., Chicago (Dairi-Rich) upon the resumption of Standard Time in September, will return with *Terry & the Pirates* on all basic NBC-Blue stations in the eastern time zone, using transcriptions on the remainder of the basic Blue outlets, according to H. L. Hulsebus, vice-president of Stack-Goble Adv. Agency, Chicago, handling the account. Network show will be broadcast thrice weekly at 5:15-5:30 p. m. (EST).

GENERAL MILLS, Minneapolis (Wheaties), on May 6 assumed sponsorship for 22 weeks of the *WHN Original Amateur Hour*, which recently marked the beginning of its fifth year on the air. The program, previously sponsored by Procter & Gamble for Oxydol, is now heard Fridays at 8-9 p. m., through Blackett-Sample-Hummert, Chicago.

GIBBS & Co., Chicago (Betty Bree cosmetics), has started a quarter-hour series on WTMJ, Milwaukee, featuring Ed Thompson, radio editor of the *Milwaukee Journal*, in *Around the Dial* which gives intimate glimpses of radio personalities. Ruthrauff & Ryan, Chicago, is agency.

NATIONAL Poster Stamp Society, Chicago, now placing through James R. Lunke & Associates, Chicago, has started a weekly juvenile program, *The Mysterious Dr. Mikalin*, on WMAQ, that city. It may be extended to other stations next fall.

CALIFORNIA PACKING Corp., San Francisco, in a 10-week campaign for Angostura sardines, is using participation five times weekly in *Housewives Protective League* on KNX, Hollywood. Agency is McCann-Erickson, San Francisco.

RADIO MARVEL GUITAR Co., Chicago, has started three weekly spot announcements on WLS, Chicago. If other stations are added, they will be confined to rural markets, according to T. R. Bauerle Adv. Agency, Chicago, in charge of the account.

HOP GOLD BREWING Co., Seattle (beer) has named Ruthrauff & Ryan, Seattle, to handle its advertising. A series of 18 one-minute dramatized transcriptions cut by RCA-Chicago, will start June 1 on about eight stations in the Pacific Northwest. Ruthrauff & Ryan's Chicago office will handle the placements.

GENERAL TIRE & RUBBER Co., Akron, on April 25 started sponsorship of *Courthouse Reporter* on WJJD, Chicago. The program is broadcast Monday through Friday from 11:15-11:30 a. m., preceding the broadcast of court cases dealing with auto drivers' misdemeanors. In conjunction with the broadcasts General is conducting an intensive safety campaign in Chicago. D'Arcy Adv. Co., St. Louis, is agency.

ROLEX WATCH Co., Toronto, was to start a twice weekly dramatic one-minute spot campaign about May 15 to run to end of year over 13 Canadian stations. Account is handled by E. W. Reynolds & Co., Toronto.

NATIONAL DRUG & Chemical Co. of Canada, Montreal (Gin pills) has started 15-minute live talent shows three times weekly on CFCF, Montreal; CKAC, Montreal; CFRB, Toronto; CKCR, Kitchener, and six times weekly on CKTB, St. Catherines, Ont. Spot announcements have been started on 12 stations throughout Canada on a daily or more frequent basis. A test news broadcast has been started six times weekly over CKGB, Timmins, Ont. A. McKim Ltd., Toronto and Montreal, handles the account.

WITH a 75-piece junior naval militia band as part of the show, WHN, New York, staged a celebration May 6 welcoming Wheaties as the new sponsor of its *Amateur Hour*, original m. c. of which was Major Bowes. Above are Jim Moran, New York sales manager for Wheaties, and Al Simon, publicity director of the station, leading the parade.

MASSEY-HARRIS Co., Toronto (farm implements) is running weekly live talent shows on CJRM, Regina, and CFQC, Saskatoon, and transcription programs on CFCN, Calgary, and CJCA, Edmonton. Accounts were placed direct through the local agents. Dependent on the crop conditions during the latter part of May, will be a summer and fall radio campaign.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk) has started a thrice-daily 26-week schedule of spot announcements over CKSO, Sudbury; CJKL, Kirkland Lake; CKGB, Timmins; CJCB, Sydney. McConnell, Baxter & Eastman, Toronto, placed the account.

FACTO SALES Corp., Jamaica, N. Y., has signed a 13-week contract with WMCA, New York, for a program to be heard at 11 p. m. to 12:30 a. m. each Tuesday. The product promoted is Facto, a game said to resemble Bingo and Twenty Questions. The series which began May 10, is placed direct.

RADIO COLLEGE of Canada, Toronto, has two to three daily announcements during May on CKNX Wingham; CKPC, Brantford; CFRC, Kingston; CKBI, Prince Albert; CFPL, London; CFQC, Saskatoon; CFLC, Prescott; CFCO, Chatham; CJGX, Yorkton. Account was placed through Norris Patterson Ltd., Toronto.

Agency Appointments

AMERICAN AIRLINES Inc., Chicago, to Ruthrauff & Ryan, Chicago.

AMERICAN Cranberry Exchange, New York, to BBDO, N. Y.

BENEFICIAL MANAGEMENT Corp., Newark (financial), to Blackett-Sample-Hummert Inc., New York.

CAL-JUICES Inc., Anaheim, Cal. (canned citrus juices), to Dana Jones Co., Los Angeles.

JOSEPHINE Culbertson Cosmetics, New York, to Gussow, Kahn & Co.

H. P. HOOD & Sons Inc., Boston (milk), to Harold Cabot & Co., Boston.

ILLNO NU-ENAMEL Products Co., Chicago (paint), to Malcolm-Howard Adv. Agency, that city.

KELLOGG Co., Battle Creek (Wheat Krispies), to Hays MacFarland & Co., Chicago.

KELLY DRY Ginger Ale Co., New York, to Brandt & Brest, N. Y. Media plans not complete.

LARUS & Bros. Co., Richmond (Edgeworth tobacco, Domino cigarettes), to Cecil, Warwick & Legler, New York.

MILLER BREWING Co., Milwaukee, ceases advertising through Roche, Williams & Cunnyngham, Chicago, after May 1.

MOLLY-O Corp., Chicago (canned milk shake), to Mitchell-Faust Co., Chicago.

NATIONAL Poster Stamp Society to James R. Lunke & Associates, Chicago.

SOIL-OFF Co., Glendale, Cal. (cleanser), to Hillman-Shane Adv. Agency, Los Angeles.

STANDARD BRANDS of California (Royal baking powder) to McCann-Erickson, San Francisco.

WHAM Inc., Chicago (proprietary), to Malcolm-Howard Adv. Agency, that city.

HOP GOLD Brewing Co., Seattle, to Ruthrauff & Ryan, Seattle.

WITH 19 southern California firms represented, the Association of Radio Transcription Producers of Hollywood, recently organized, on May 3 closed its charter membership. Charles C. Pyle, president of the organization and also head of Radio Transcription Co. of America, Hollywood, following the meeting stated that the formation of this group is an important step toward stabilizing the transcription industry. Reiterating his statement made several weeks ago, he said that this association will coordinate with other transcription groups in raising the standards of the industry and in working out problems of common interest.

NBC Thesaurus is offering to subscribers two new programs, *Aloha Land*, consisting of authentic native Hawaiian music, and a special patriotic feature for use on Flag Day, June 14. Thesauraus recordings, made in New York, are being used in the Phillipines to sell American products, according to Thomas R. Worthen, manager of KZRM, Manila. Currently three American advertisers are using the transcriptions on that station: Chas. H. Phillips Co., R. L. Watkins Co. (Dr. Lyons toothpowder), and the Borden Co.

CONTINENTAL Radio Productions has been organized by Louis Laemmle and H. A. Wohl, with temporary headquarters at 1611 Vista Del Mar Ave., Hollywood. Firm will produce both live talent and transcribed shows and has under production four programs which are being cut by Radio Recorders Inc., Los Angeles.

MERTENS & PRICE, Los Angeles transcription concern, has appointed the following new regional representatives: Charles Michelson, 545 Fifth Ave., New York, in charge of the Atlantic seaboard; Coughlin & Co., 505 Michigan Blvd., Chicago, the Midwest and W. Dewey De Flon, Colorado Springs, the Rocky Mountain States. Firm has sold *The Sunday Players*, biblical discs serial to *Halifax Herald*, on CHNS, Halifax, N. S., thru All Canada Radio Facilities; Lester E. Brew, Auburn, N. Y. (funeral director), on WMBO, that city; Morris Ice Co., Jackson, Miss. (refrigerators), on WJDX, that city.

GEORGE H. FIELD has joined the staff of Charles Michelson, New York, transcription agent, and will handle middle Atlantic station sales.

FOLLOWING removal of its home office to Chicago, Atlas Radio Distributing Corp., transcription firm, has opened New York offices at 60 E. 42d St. Harold Stretch Jr., formerly of the sales staff at WHN, New York, is in charge.

HEARD on WGN, Chicago, for the past two and a half years, Quin Ryan's *Marriage License Bureau Romances* on May 16 expands to a national Mutual network. The program, after May 22, will be heard Mondays, Wednesdays and Fridays at 3 p. m.

WFBR GOES TO THE RACES!

Baltimore's No. 1 showmanship station not only broadcasts the races--but sells 'em!

Exclusively on WFBR:

"THE PREAKNESS"--MAY 14th
Sold to: **AMERICAN OIL CO.**--3 hours (2:30 to 5:30 P. M.)
Fed to WRC in Washington, D. C.
4:45 to 5:15 P. M. fed to the entire Eastern NBC Red Network.
Described by Clem McCarthy.

Exclusively on WFBR:

PIMLICO PRESS-BOX--Daily 11:45 A. M.
Sold to: **7-UP**

VOICE OF PIMLICO--Daily 4:30 P. M.
Sold to: **7-UP**
Two daily features direct from the Pimlico Race Track.

Exclusively on WFBR:

THE PREAKNESS BALL--Fed to NBC Red Network.
The party of the week, covered by "LIFE GOES TO A PARTY".

Exclusively on WFBR:

THE MARYLAND HUNT CUP--APRIL 30th
The classic of cross country races. Described by Clem McCarthy.
Fed to NBC Red Network.

IN BALTIMORE THEY LISTEN TO—

WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

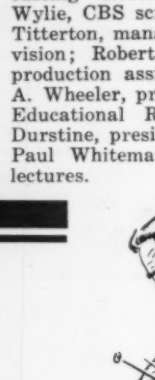
Disc Service for Agencies Started by Radio Events

RADIO EVENTS, New York production and transcription firm, has started a special service for agencies with clients desiring to use only a limited number of stations in any area. On a per-station basis, the new service provides a custom-built transcription series with the proviso that clients contract for a minimum of 10 stations and release the program for general sale outside the territory for which they reserve rights.

According to Joseph M. Koehler, president of Radio Events, eight agencies have thus far signed for the new service. Of the new programs he said, "This new service should raise the level of sponsored transcriptions, for where agencies in the past had to purchase a standard library feature when they had a client with a limited budget, they will now be able to present just the program which their tests reveal will pull."

Coulter Heads Workshop

DOUGLAS COULTER, assistant CBS program director, has been named director of the summer session of the New York U. Radio Workshop for a six-week term beginning July 5. Associated with Mr. Coulter, who for 12 years was vice-president in charge of radio for N. W. Ayer & Son, will be staff members of CBS and NBC. Lecturers will include Earl McGill, casting director of CBS; Max Wylie, CBS script director; Lewis Titterton, manager NBC script division; Robert S. Emerson, CBS production assistant, and William A. Wheeler, production director of Educational Radio Project. Roy Durstine, president of BBDO, and Paul Whiteman will give special lectures.



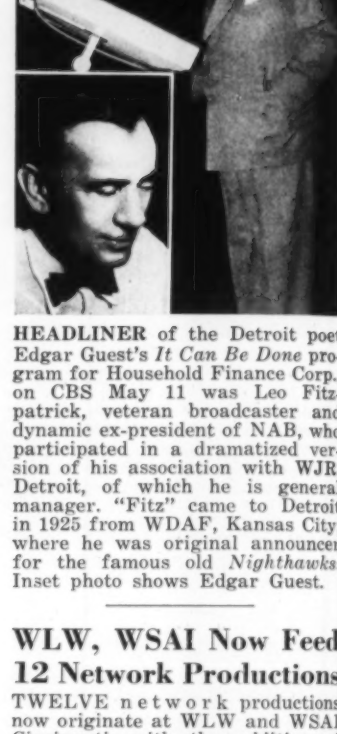
Mr. Coulter

Coughlin's Next Series

HAVING recently completed his winter broadcast series, Father Coughlin has signed a contract with Aircasters Inc., Detroit agency, headed by Stanley Boynton, for a new series to begin next Nov. 6. It will run 30 weeks and, as in the last series, Father Coughlin will be heard Sundays from 4 to 4:30 p. m. More than 60 stations will be lined up for the independent hookup.

Bugler Adding

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler cigarette tobacco), sponsoring the *Plantation Party* on WLW, Cincinnati, since April 9, on May 7 added WGN, Chicago. Other Mutual stations may be added later. *Plantation Party* is broadcast Saturdays 9:30-10 p. m. (CDST) from the Cincinnati Music Hall Auditorium. Russel M. Seeds Co., Chicago, is the agency.



HEADLINER of the Detroit poet Edgar Guest's *It Can Be Done* program for Household Finance Corp., on CBS May 11 was Leo Fitzpatrick, veteran broadcaster and dynamic ex-president of NAB, who participated in a dramatized version of his association with WJR, Detroit, of which he is general manager. "Fitz" came to Detroit in 1925 from WDAF, Kansas City, where he was original announcer for the famous old *Nighthawks*. Inset photo shows Edgar Guest.

WLW, WSAI Now Feed 12 Network Productions

TWELVE network productions now originate at WLW and WSAI Cincinnati, with the addition of five new shows to the Mutual coast-to-coast hookup. The new shows include *Musical Steeplechase*, featuring Josef Cherniavsky and his orchestra in a musical guessing game; *Memory Bouquet*, presenting Vicki Chase, soprano, with William Stoess and the orchestra; *State Fair*, novelty carnival with Hugh Cross and his Pals, the Brown County Revelers, Judy Dell and the Novelty Aces; *Salute to the Cities*, WLW educational series offering August Schaefer and the Crosley Military Band with Allen Franklin as parade marshal and narrator, and the *International Liars Fraternity* featuring toppers in prevarications against a background of novel sound effects and music directed by William Stoess.

WLW feeds three more shows to Mutual and two to NBC. *Renfro Valley Barn Dance*, *Theater Digest*, and *True Detective Mysteries*. To NBC goes *Vocal Varieties*, featuring the Smoothies, the DeVore Sisters and a vocal chorus, directed by William Stoess, and Josef Cherniavsky's *Musical Camera*, originating in Cincinnati's Emery Auditorium.

WSAI feeds two programs to Mutual. They are *Schemes That Skin*, Better Business Bureau educational series, and *Charlie & Jane Entertain*, featuring Charles Dameron and Jane Gerrard.

FTC Cites Philip Morris

PHILIP MORRIS & Co., New York, has been charged by the Federal Trade Commission with unfair competition in selling cigarettes allegedly packed and assembled so as to involve a lottery scheme.

Keep Your Shirt on . . .

It won't be long now before you'll see the most amazing field strength survey in the history of radio. It's really something to talk about. Watch for it in the mails soon.

KFYR

The Regional Station With the Cleared Channel Coverage

Meyer Broadcasting Company • Bismarck, N. Dak.

GENE FURGASON AND COMPANY—NAT'L. REPRESENTATIVES.

Agencies

LEIGH CROSBY, who recently joined Arthur Kudner Inc., New York, to service the Pan American Coffee Industries account, has resigned to become a vice-president of the Gardner Adv. Co., New York. Mr. Crosby was formerly with Blackett-Sample-Hummert, Chicago, as account executive for General Mills.

RUTH HOOPER LARISSON has joined Campbell-Ewald Co. of New York, to work on the account of Mary Pickford Cosmetics.

WARD WHEELOCK Co., Philadelphia, will open a New York office at 420 Lexington Ave. in charge of Ralph K. Strassman, vice-president.

BUCK GUNN, formerly on the radio staff of J. Walter Thompson Co., Chicago, as a producer has joined Ruthrauff & Ryan, Chicago, in a similar capacity. John Denison has been added to the Ruthrauff & Ryan radio writing staff.

EDMUND (Tiny) RUFFNER, Hollywood radio manager of Ruthrauff & Ryan, will be guest speaker at the San Francisco Adv. Club May 25. His subject will be "The Growth of Radio Advertising".

W. A. WADE, head of Wade Adv. Agency, Chicago, was in Hollywood for several days during early May on radio business.

DECKER ADV. AGENCY and Harold F. Pursell Co., Detroit, have consolidated under the name of Advertising Associates, with offices in the David Scott Bldg. Principals are Charles F. Rosen, formerly of Brooke, Smith & French; Milton M. Decker and Harold F. Pursell.

WILLIAM PHILLIPS, of J. Walter Thompson Co., Hollywood, and Sarah Lavenia North, receptionist of Ruthrauff & Ryan, that city, were married April 30.

J. SAVINGTON CRAMPTON, radio director of Wm. Esty & Co., New York, resigned April 30. Mr. Crampton, who was in Hollywood with the *Jack Oakie* show for Camel cigarettes all winter, has not announced future plans.

JOHN S. DAVIDSON has resigned from the radio department of J. M. Mathes Inc., New York, to join Federal Adv. Agency.

JOHN WIGGIN, of the radio production staff at Pedlar & Ryan, New York, resigned May 6 and will spend the summer writing at his farm in New Hampshire.

FRED JONES, acting West Coast publicity director of Young & Rubicam, Hollywood, and Jean Simpson, of St. Louis, were married April 30.

MURRAY CARPENTER, spot time buyer for Compton Adv. Inc., New York, and Harriet Lang, also of the agency, were married April 23.

DANVERS & TRUNK Advertising, Denver agency, has organized a radio department under the direction of Fred Graham.

DOROTHY DUNCAN, for two years a sales promotion executive in the advertising department of Montgomery Ward & Co., Chicago, has joined Compton Adv. Inc., New York, as copy writer and script writer.

WATSON HUMPHREY, radio producer of the Leon Livingston Agency, San Francisco, and Barbara Burras, actress, formerly on the staff of KGW, Portland, Ore., were married recently.

CHARLES L. BURNS & Associates, Cleveland, has moved to 1243 Rockwell Ave.

KRAFT Adv. Agency, Minneapolis, has moved to 1010 Second Ave.

Y & R Radio Changes

CARLOS FRANCO, network time buyer of Young & Rubicam, New York, has been appointed to take charge of the talent department in addition to his present duties. He succeeds William R. Stuhler, who recently resigned to join A. & S. Lyons, and is assisted as talent buyer by Therese Lewis. At the same time, Pat Weaver, who has been a producer, was made manager of the radio department, and Fred Wile was named as his assistant.

MRS. BABB NAMED KASTOR DIRECTOR

MRS. ELIZABETH BABB, with H. W. Kastor & Sons Adv. Co., Chicago, for two years as assistant to Edward Aleshire and Gordon Cooke, radio directors, has been named radio director. She succeeds Mr. Cooke, who joined the agency Nov. 18, 1937. As radio director, Mrs. Babb will have charge of production, spot placements as in the past being handled by Howard H. Hudson, in charge of media. J. F. Seehof, vice-president for three years, supervises all copy including radio.

Edward Davis, for 19 years a manufacturer's representative in the confectionery material supply field, has joined the agency as vice-president in charge of new business.

W. C. Nichols, with the agency since the first of the year, has been named market research director. Mr. Nichols was advertising manager of the James S. Kirk Soap Co., Chicago, for six years, and marketing and merchandise director for College Inn Food Products, Chicago, for three years. Miss Yetive Brown, radio copywriter with Lord & Thomas, Chicago, has joined the Kastor agency in a research capacity.

EDGAR G. SISSON Jr., radio director of Lord & Thomas, New York, for the last two years, on June 1 will resign to join the radio department of Pedlar & Ryan to work with Gregory Williamson, radio director.

HAROLD KEMP, recently with the Hollywood office of Rockwell-O'Keefe, and previously with NBC, has joined the radio department of Stack-Goble Adv. Agency, New York.

ESMOND P. O'BRIEN has joined Fulton, de Garmo & Ellis Inc., New York agency, as vice-president.

Midwest Advertisers, Agencies, Stations, Educational Institutions

Phone or wire your recording needs to:

PRESTO's Midwest Factory Representative

Write for details on our new 16" Portable Transcription Playback Unit. (AC-DC dual speed)

•

BROCK-FORSYTHE CO.
540 N. MICHIGAN AVE.
CHICAGO • ILL.
SUPERIOR 7047 - 7048

You may find yourself in this fix tomorrow . . . .

A last minute program offered you at the busiest time in the evening schedule. You may have to waste hours trying to shift programs around or lose several hundred dollars in extra revenue.

Political campaigns, now getting under way, will add to the confusion at your station with requests to clear half or three quarter hour periods for political speakers . . . orders to relay delayed broadcasts to other stations.

You might as well install a Presto recorder now and be prepared to collect the extra money that comes in election year.

With a Presto recorder you can shift, delay, rearrange programs at will . . . fit extra programs into any open spot in the schedule . . . broadcast them regardless of when they come to you.

Two Presto type 6-D recording turntables and one type 85-E equalizing amplifier will enable you to record and play transcriptions **continuously** for an hour, or more if necessary. The equipment is portable. It may be used in your control room to record from the wire lines or from your studios or it may be used outside the studio with your regular remote equipment.

Chances are that the Presto installation will pay for itself before election day. And you can pay for it as it makes money for you.

ASK FOR DETAILS OF OUR MONTHLY PAYMENT PLAN

PRESTO RECORDING CORPORATION
147 W. 19th Street • NEW YORK CITY, N. Y.

THE PICK OF THE
RADIO
STATIONS IN WESTERN CANADA

In Western Canada—
all these stations are
C.B.C. basic outlets.

In
Manitoba

CKY Winnipeg
is western Canada's Most
Powerful Station
and
CKX Brandon
completes the Manitoba
radio coverage.

In
Saskatchewan

The people listen to—
CKCK Regina

In
Alberta

These three stations afford
the only 100% coverage.

CJCA Edmonton

CFAC Calgary

CJOC Lethbridge

In
British Columbia

You cover a wealthy
Mining and Fruit Farming Area with—
CJAT Trail

Canadian Representatives
ALL-CANADA
RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER
U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

Purely PROGRAMS

COPYRIGHTED musical contest program called *Syncopated Riddles* has started on KMO, Tacoma, Wash. Each program is built around an idea to which clues are given in the musical selections played. For example, listeners write in the total of numbers in selections like Three Little Words, Forty-Second Street, Two Cigarettes in the Dark, When You and I Were Seventeen, etc., played on the program. Daily, weekly and monthly prizes are given by participating merchants. The series averages 1,000 letters weekly, says KMO.

* * *

For the Sick

TWO new programs for sick people have started on WHK, Cleveland. One series is called the *Health News Reporter*, consists of talks on medical science and the retention of good health. The other is a five-weekly series of musical shows for shut-ins. Local Anti-Tuberculosis League quizzes sick folk about the programs they like, the music they want.

* * *

Agricultural Daily

WRITTEN around some prominent local or national person who was born on a farm, a new series called *Agricultural Daily* has started on 25 Mutual-Don Lee stations on the Coast. Harold Bratsberg gives market and weather reports, late news flashes.

* * *

Big Town

ORIGINATING from a local hotel lobby, a new series called *Today's Traveler* has started on WMCA, New York, featuring Frankie Basch and Martin Starr in interviews with visitors to the big town. Asked what brought them to New York, what interested them most, the visitors relate antics that create much humor, says WMCA.

* * *

Batter Up!

SANDLOT baseball stars are interviewed weekly on WCBD, Chicago, during a series called *The Ladder of Fame*. The kids are questioned by Bill Harley, local baseball coach, on the fine points of the game. Scores of big league and semi-pro games are included on the program.

* * *

For Vacationists

ADVICE to vacationists is given on a thrice weekly series called *Travel Man* on WNEW, New York. Listeners are told the best routes and road conditions, what to see, how much each trip will cost.

Who's In Town?

VISITORS of prominence were interviewed on *Who's In Town Tonight*, an NBC-Blue program originating in San Francisco and fed to its California network on April 29. Janet Baird interviewed the men; John Wolfe quizzed the women. The informal chat revealed occupations, personalities.

* * *

Lest They Forget

OLDTIMERS whose interesting stories of early Oklahoma might be lost through death are making recordings of early recollections for WKY, Oklahoma City. When the old gentlemen can't come to the WKY studios, Dryl McAllister visits them with the mobile transmitter. The State historical society will keep the records after WKY broadcasts.

* * *

Food Facts

ODDITIES of foods are described on WWJ, Detroit, during a new series called *The World's Market Basket*, featuring Mr. Food-Oligist, who discusses the fine points of foods from all parts of the world. Sponsor is the local Warehouse Grocery Super Markets.

* * *

Who Did It?

CRIME clues are given *You, the Unseen Jury* each evening on WEAF, New York, when a program of that title is presented by Roy Post, amateur criminologist. The evidence is related by the prosecutor, the defense attorney and various witnesses. Near the end of each show the radio audience is given a few moments to decide who's guilty before the verdict is aired.

* * *

Just Married

ADVENTURES of ordinary young married folk form the theme of *Married Life*, a Saturday afternoon serial on WFIL, Philadelphia. Series is sponsored by the local Bruder Paint Co. and the program concludes with a talk on interior decorations.

* * *

Women and Voting

SLANTED to instruct women in government a new series has started on WQXR, New York, in cooperation with the New York State League of Women Voters.

What to Serve

ANSWER to all housewives' questions of *What to Serve Today?* is given daily on WHO, Des Moines, during a program by that title featuring Helen Watts Schreiber. Under sponsorship of the local Hoxie Fruit Co. the program is slanted to advise cooks and shoppers on green vegetable and fresh fruit menus.

* * *

Is There A Doctor?

FIRST AID treatment is the subject of a series on KDAL, Duluth, called *Is There a Doctor in the Crowd?* Various local physicians, introduced as "your family doctor", discuss what to do "until the doctor comes" in this series given in cooperation with the local Red Cross and medical association.

* * *

Parent and Child

CONTESTNG teams in *Mind Your P's & Q's*, a quiz show on KDAL, Duluth, are composed of a parent and a child. Featured is Sam Levitan, KDAL's special events director, and theatre tickets are given listeners sending in best question lists.

* * *

SAFETY on the streets of Boston is due in no small part to the WORL *M-1 Reporter* who cooperates with local police to broadcast a daily motorist interview under sponsorship of General Tire Co. Fred Bailey (left) of WORL and Sam Henderson (with mike) discuss traffic with local officers. Visiting traffic authorities and many a Boston driver are interviewed.

* * *

Footprints

POPULAR five-minute evening series on WICC, Bridgeport, Conn., is *Footprints on the Sands of Time*, a series of short dramatic biographies of famous local and national personages. William Donnelly, WICC actor and producer, handles the daily show.

* * *

Famous Doctors

LIVES of famous doctors are dramatized on KTSM, El Paso, in a new series sponsored by Gunning Casteel Drug Stores. Conrey Bryson writes the show and script is approved by the local medical society.

* * *

No Proof

REQUIRING no proof of purchase, Colgate-Palmolive-Peet is offering $1,000 for the best short letter on listener preference of *Hilltop House* and *Myrt & Marge*.

The last word in technical perfection
—utterly modern throughout, always—

Out In Front

WSYR
SYRACUSE

N.B.C.

Lewis for NEA Service

"Next on the program we have a real novelty number—Butch McCluch and his musical hacksaw."

RADIO AND SCHOOLS

WCCO, Minneapolis, provided a workshop early in May for the Creative Writing Conference of Minneapolis high schools when an original one-act radio play writen by a high school student specially for radio was presented. R. W. Winsauer, assistant production manager of WCCO, directed the broadcast which was enacted by professional performers. Two days later, the production was discussed and used as a sample at the conference, staged annually by the Minneapolis high schools in an attempt to interest talented students in creative writing.

ADVANCE classes of local high schools are given lectures on broadcasting technique in the studios of WSMB, New Orleans. The less technical aspects of sound effects and recordings are explained and all students get a chance to perform before the mikes.

KGIR, Butte, and KPFA, Helena, have concluded a series of educational programs designed and presented by high school students with vocational education as the theme. A silver cup was presented to the winning school chosen on the basis of listener appeal.

WIOD, Miami, is conducting classes in microphone technique for the faculty and students of all local high schools with special instruction in singing technique.

KSRO, Santa Rosa, Cal., announces a series of educational programs in cooperation with the school superintendents of four adjacent counties. The series are planned for a six month period beginning Oct. 1 and will include extensive training for children in radio.

CHICAGO Board of Education, under the supervision of its radio council, will conduct a special Radio Workshop for local teachers from June 20 to July 16. Scrint writing will be taught by James Whipple of Lord & Thomas. Production instruction will be in charge of Paul Dowty of the WBBM-CBS staff.

KDYL, Salt Lake City, is preparing two series of college programs in cooperation with the speech departments of Utah U. and Brigham Young U. under supervision of Floyd Farr, KDYL educational director.

TO its schedule of school programs, CKY, Winnipeg, has added *The Taxpayer's Dollar*, designed to inform school children of coming responsibilities.

THE *University of Chicago Round Table* heard on NBC for the past seven years, on May 8 moved to 10:30 Sunday evening for the summer.

Equipment

EDWARD J. STAUBITZ, in charge of the tower division of Blaw-Knox Co., Pittsburgh, on May 3 was issued Patent No. 2,116,368 by the U. S. Patent Office, covering an antenna tower.

AMERICAN TRANSFORMER Co., Newark, N. J., announces a new equalizer panel, AmerTran Type F-188, for use in correcting the frequency characteristics of circuits in the transmission and amplifications of speech and music. On the low side, equalization at 25, 50 or 100 cycles can be controlled throughout a range of 0 to 25 db in 11 steps.

CKOV, Kelowna, B. C., has received a power increase from 100 to 1,000 watts and is installing a new 195-foot Canadian Marconi vertical radiator. Two Presto turntables have been installed, according to J. W. B. Browne, CKOV managing director.

KPAB, Laredo, Tex., has installed a Blaw-Knox vertical antenna. The station proposes to begin operation in latter May, with 250 watts day and 100 watts night on 1500 kc.

RCA-Victor announces a new long-life needle especially designed for reproducing laterally cut transcription recordings. Known as No. 1 transcription needle, the points have bronze shanks and come in boxes of 1,000.

WFBL, Syracuse, N. Y., has installed a 400-foot Blaw-Knox vertical radiator which it expects to put in service on July 1.

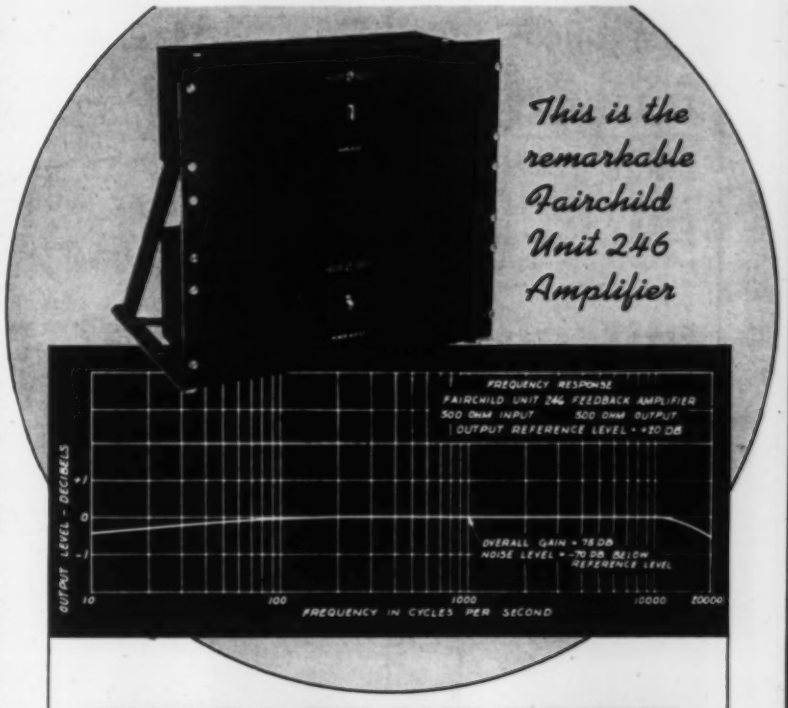
WKBN, Youngstown, O., has installed a new RCA 96-A limiting amplifier.

JAMES R. FOUCH, president of Universal Microphone Co., Inglewood, Cal., leaves May 25 on a month's trip to the Midwest and will confer with factory representatives in Chicago during the National Radio Parts Trade Show in early June. Universal on May 15 opened downtown Los Angeles sales and demonstration rooms at 1709 W 8th St., with S. E. Shapiro, factory representative, in charge.

NBC, under direction of A. H. Saxton, western division engineer, has installed a complete new radio control room in the Biltmore Hotel, Los Angeles, for remote broadcasts. Glass enclosed booth is located in the Biltmore Bowl where operators may view the orchestra and floor show. Booth is said to be the most modern on the West Coast and is entirely RCA equipped. Equipment includes six new microphones and high fidelity monitoring amplifiers.

WTMJ, Milwaukee, has installed a new double set of RCA 70-B turntables with vertical pickup.

ON OR ABOUT
SEPTEMBER FIRST
50,000
watts
WWL
NEW ORLEANS
CBS



IMAGINE A FEED-BACK AMPLIFIER FLAT WITHIN .3 OF A DECIBEL FROM 15 TO 15,000 CYCLES . . . !

From Fairchild's precision-instrument laboratories has come a feed-back amplifier which sets a new standard for distortion-free range. Designed to meet the demand for greater fidelity in broadcasting, recording, playbacks and in the laboratory, it has literally amazed engineers who gave it thorough tests at recent previews. The specifications speak for themselves:

Overall gain—75 db.
Noise level—50 db below "0" level.
Rated at 23 watts into 500 ohm resistive load.
Input impedance Multiple line: 50, 125, 250, 500 ohms.
Output impedance: 16 and 500 ohms.
Input line volts: 110 to 125V; 50 to 60 cycles AC.
Distortion: .3% at rated output.
Size: Fits 19½" relay rack—7" high panel. 2 units—amplifier and power supply each this size.
Cover: Dust cover removable from rear—quick release, no screws.
Accessibility: Front panel removable by release of four thumb screws. All wiring then accessible.

For full information, send for descriptive literature

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Finch Facsimile

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective synchronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

The FINCH laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza 5-6570.

FINCH
TELECOMMUNICATIONS
LABORATORIES, INC.
37 West 57th Street
New York City

FCC Slate for June 6 Hearings

(*Continued from page 15*)

go to hearing on it or await the general hearings to be scheduled at some future date on regular authorization to use that power. None of the other superpower applicants is seeking experimental authority.

The NAB board at its April 30 meeting named a committee comprising President Ethridge, John Elmer, WCBM; Edward A. Allen, WLVA; John Shepard 3d, Yankee Network; John Kennedy, WCHS, and H. C. Wilder, WSYR, to confer with the FCC to discuss results of the board meeting including the matter of the June 6 hearing and longer licenses, with related details. FCC Chairman McNinch, immediately following the reorganization of the NAB, is understood to have discussed with the board the matter of conversations from time to time in connection with problems of mutual interest.

After publication of stories of a "secret" conference with the FCC, criticism of this proposed meeting developed. S. Howard Evans, secretary of the National Committee on Education by Radio, communicated with the Commission, and in effect suggested that non-commercial interests be invited to the "conference".

New York Plaint

There was a stronger outburst, however, from an organization called "American Radio Audience", in New York. A letter was addressed to the FCC bearing the signature of Rev. Edward Lodge Curran, director. Offices were given as 11 West 42d St., New York. While the letter was not made public, a newspaper release stated that the directors of this organization had served notice on the FCC that "as representatives of thousands of radio listeners" they desired to be notified of the time and the place of the "secret" meeting "demanded recently from the Commission by the National Association of Broadcasters." The release continued that it had been alleged that the broadcasters committee contemplated "denouncing the Commission for enforcing provisions of the Communications Act of 1934."

The release stated also that the organization's directorate had requested of the FCC the privilege of "citing Commission records in the event of such a hearing to show that legitimate complaints of the radio listeners have been brushed aside by members of the Commission in violation of the rules under which they function." There was the additional charge that broadcasters "apparently exercise too much 'secret' influence with certain members of the Commission." James P. Kiernan, formerly of the Paulist station WLWL in New York, is identified with this group.

The CBS Attitude

Some 35 answers to the dozen pending applications for 500,000 watts power have been filed with the FCC in connection with the hearing. The bulk of the responses were merely routine and did not go into any of the facts. Several, however, made specific mention of points that would be contested.

On behalf of WBBM, Chicago, and WCCO, Minneapolis, CBS-owned stations neither of which is a 500,000-watt applicant, CBS set forth its objections to the increased power in specific cases. Its answers in each of five cases were almost identical. Submitted by Paul A. Porter, CBS attorney, and Paul D. P. Spearman, attorney for WBBM, the answers of that station stated that the granting of superpower to certain of the applicants might create an interference problem with present service of WBBM and "might be inconsistent with good engineering principles." They asked also that the applicants be placed "upon strict proof of all such facts as are requisite to the grant" of the particular application.

This was interpreted as reflecting opposition to superpower on the part of CBS. NBC, on the other hand, has expressed itself in favor of the increased power limit. William S. Paley, CBS president, at the engineering hearings held before the FCC Broadcast Division in October, 1936, opposed superpower.

On behalf of WHKC, Columbus, Arthur W. Scharfeld, Washington attorney, in an answer filed in connection with the KFI superpower application, opposed it on the ground that objectionable interference would result within the good service area of his client's station; that use of 500,000 watts may tend to prevent the proper development of 640 kc. and be an obstacle to rendering of maximum service. He also filed a motion to dismiss and return the application on the ground that it is in direct violation of Rule 117 (power rule), and is not in conformity with the rules and regulations. He made the same contention in behalf of WHKC in connection with the WSM application.

Many Other Appearances

For WCFL, former Senator C. C. Dill, its counsel, contended in connection with the WHO application that it could not be granted within the purview of the Communications Act; that its granting would cause objectionable interference to existing stations and prevent the granting of future applications; and that the increase in power on clear channels "will result in a concentration of economic or social power and influence in clear channel stations that would adversely affect other stations, their service and the public generally."

Other appearances have been filed by KFRC, KVOD, KRKD, WJJD, KFRU, WJZ; George Storer, applicant for a new station in Pontiac, Mich.; WTBO; WEEU; Sharon Herald Broadcasting Co., holder of a construction permit for a new station in Sharon, Pa.; King-Trendle Broadcasting Corp., applicant for a new station at Pontiac; Jules J. Rubens, applicant for a new station at Aurora, Ill.; WSAZ, KADA, KOCA, KGVL, KFAB, WJR, KOAM and WLAW.

Mayor and Mike

WHEN Ed L. Hayek, owner and manager of the new KATE, Albert Lea, Minn., decides to put the mayor on the air, there's nothing to it. All he does is call himself to the microphone. He is mayor of Albert Lea, as well as publisher of the *Northwest Jeweler*, a leading trade publication in its field, and an outstanding political factor in Minnesota.

To the listener . . . a medium of entertainment. To you, with a product to sell . . . a medium of sales.

Combining the two successfully takes showmanship and merchandising experience.

WTCN'S unique position as a station owned and operated by the Twin Cities' most important and influential newspapers* insures intelligent handling of your campaign by men with combined special skill and experience in both fields.

WTCN

(NBC)

"IN THE TWIN CITIES"

Owned and Operated by

*MINNEAPOLIS TRIBUNE

*ST. PAUL DISPATCH-PIONEER PRESS

Free and Peters, Inc., National Representatives

IN BIRMINGHAM
It's
WSGN

Birmingham "home folks" keep their dials tuned steadily to WSGN. Low cost coverage of the rich Birmingham market makes it "Alabama's best radio buy" for the advertiser!

The News Age-Herald Station
Birmingham
1310 KC.

Affiliated With
NBC BLUE NETWORK

Studio Notes

WCOA, Pensacola, hooked up with WALA, Mobile, on April 13 to carry a 105-mile remote of the dedication of the new postoffice at Panama City, Fla., with Postmaster General Farley and John H. Perry, operator of WCOA and publisher of four Florida newspapers, as speakers. Program was handled by Henry Wells, Jr., manager; Beecher Hayford, chief engineer, and James Hendrix, announcer.

WLS, Chicago, on May 3 started *Hoosier Philosopher*, for years on WAAF, Chicago. Carlton Guy, who uses the radio name of "Obadiah Quackenbush," comments on current news.

W2XE, Columbia international station, on May 10 started a series of two quarter-hour broadcasts a week consisting of news broadcasts of special interest to women. Given in Spanish, under the auspices of the committee on human relations of the National Council of Women of the United States the program is designed "to interpret the woman of the United States to her sisters in Latin America," according to Dorothy Gordon, of the Council.

KYW, Philadelphia, entering its new home at 1619 Walnut St., has extended invitations for a pre-opening and cocktail party Friday evening, May 20.

CBS is presenting a series of five broadcasts on *Economic Cooperation in the Americas*, heard Sunday afternoons. Secretary of State Hull, Foreign ministers of 11 Latin-American nations and ministers at Washington take part in the programs.

PITTSBURGH's five radio stations joined together May 12 to broadcast the Salvation Army appeal for funds, carrying approximately four hours of donated air time. Persons sending in donations had their names announced over the air.

STUDIOS have been renovated at CKGB, Timmins, Ont., and Presto turntables have been installed there and at the two other stations — CJKL, Kirkland Lake, and CFCH, North Bay—of the Northern Broadcasting Co. Ltd.

WIOD, Miami, announces that its international shortwave station, W4XB, has resumed broadcasting after the completion of a new transmitter and antenna system. Daily programs of Spanish newscasts and music are featured.

ANNOUNCERS of WHK-WCLE, Cleveland, are wearing double-breasted linen coats with UBC initials on the pockets in recognition of summer formal dress.

Radio's Victor

PILING up a big majority against three opponents, several "machine-endorsed," Ralph Tucker, *Man on the Street* for WBOW, Terre Haute, Ind., has won the Democratic nomination for City Clerk. His 2 to 1 vote over his nearest opponent was attributed to his popularity and wide following as a WBOW announcer.

KGGC, San Francisco, will move its studios to the Furniture Mart, that city, within 60 days, according to S. H. Patterson, managing director of KGGC.

WHEN the sales force of KWTO-KGBX, Springfield, Mo., reached its quota recently, Manager Ralph Foster took Sales Manager John Pearson, Les Kennon, Gordon Wardell, and Ralph Stufflebaum on a three-day fishing trip. Not to slight other personnel, Manager Foster gave them a dinner dance.

CKCL, Toronto, has started a series of interviews with passengers on the crack New York flier of CPR. Under sponsorship of Enos Fruit Salts, the series originates at the station and samples of Enos are given passengers interviewed.

KVOO-WAPI Protest

A PROTEST against the full time special experimental operation of KVOO, Tulsa, and WAPI, Birmingham, on the 1140 kc. channel, authorized two months ago by the FCC, was filed May 4 by WWVA, Wheeling, and may have the effect of throwing the matter into hearing. WWVA operates on the 1160 kc. channel but under the Havana Treaty allocations would duplicate with KVOO and KEX, Portland, Ore. The experimental full-time operation on 1140 kc. as proposed, it is held, might prejudice this future operation on a full time basis. Under the FCC experimental grant, WAPI and KVOO would install directional antennas to be used at night to curb interference with the Tulsa station using 25,000 watts and the Birmingham outlet 5,000 watts.

NILES TRAMMELL, NBC-Chicago vice-president and other network officials will be hosts at a party at the Drake Hotel May 25 in connection with the new *General Mills' Hour* starting on NBC May 30. General Mills' officials, executives from the flour firm's two agencies—Knox Reeves Adv., Minneapolis, and Blackett-Sample-Hummert, Chicago, as well as members of the cast and radio editors will be in attendance.

Same Old 5,000 Watts!

The promotional staff at Columbia has certainly executed a grand job in the presentation of their 1937 Listener Area Study. They have taken the uninteresting subject of maps and statistics, and transferred them into a colorful sales presentation which, in our opinion, establishes a new high in interesting, practical and workable data to guide radio time buyers, *Congratulations Columbia!*

In this * study, based on ultra conservatism, from the standpoint of claims, you will find that WWVA stands third in line among all C.B.S. stations in the matter of primary area listener increase over the 1935 study, having stepped up from 6 to 21 counties, or an increase of 294 per cent in total primary area listeners.

But there is more! WWVA is in 17th position among all C.B.S. outlets in the matter of total primary area radio listeners, topping 96 other stations with a count of 909,480.

To us the most remarkable part of this WWVA job is that the tremendous increases represented are not the result of increased power — just the same old 5000 Watts, in the hands of the same old bunch of go-getters! Up and at 'em every minute — recession or no recession — that's the way of WWVA!

Look us up, please!

* Evening—Vol. I.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA

BUT . . .

Here — in this compact Central Illinois area one medium, WMBD, covers thoroughly — and it's a market no alert advertiser can afford to miss. Folks here *can* buy and *are* buying. Big factory payrolls and rich farms that have enjoyed the best crops in years make this Central Illinois market a *natural*.

Folks here *listen* to WMBD — 330 local advertisers proved that in 1937. Now, with 5,000 watts daytime, 1,000 nite, WMBD is still the station of unexcelled community service —makes advertising dollars go farther.

FREE, JOHNS & FIELD, INC.—National Representatives

MEMBER C.B.S. NETWORK

THE HEART OF ILLINOIS

WMBD

PEORIA, ILLINOIS

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
Michigan's No. 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

RCA Net Income Shows Decline From Last Year

NET profit of Radio Corp. of America and subsidiary companies for the first quarter of 1938 declined from the 1937 figure of $2,243,056 for the same period to $1,437,800, according to the consolidated income statement made public May 3 by David Sarnoff, RCA president.

Gross income from operations for the quarter was $22,479,168 as compared with $24,931,110 for the first quarter of 1937. Other income amounted to $151,399 as compared with $178,239 last year. Left for preferred dividends was $806,092 and for common stock, $631,708 to be distributed among 13,881,016 shares, or $.045 per share, compared to $1,436,964 and $.103 for 1937.

CONTROL of KGHL, Billings, Mont., passed May 4 into the hands of Charles O. Campbell, president of the operating corporation, under an FCC decision authorizing transfers of stock.

Results COUNT MOST

CHNS

Halifax • Nova Scotia

Basic CBC

The Only Station Covering this Large Maritime Market

WEED & COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · CHICAGO

DETROIT · SAN FRANCISCO

Analysis of Proposed FCC Rules

(Continued from page 15)

allocation of channel assignments. Only slim hope is held out for ratification of the Havana treaty prior to adjournment of this session of Congress. Upon its ratification, however, the Commission hopes it will be able to accomplish its purpose by simply making provision for the changed frequency assignments since all other technical regulations would conform with the Havana pact.

Under the existing structure, the four high-power regional channels are made clear channels, thus adding them to the other 40 clear waves. Names of channels, however, are changed to accord with the Havana agreement. The present nomenclature of clear, regional and local is changed to Classes I, II, and IV. The Class II stations are added as a new category. Classes I and III (clear and regional) are divided into two sub-classifications each—IA and IB, and IIIA and IIIB. On the Class IA channels, of which there would be 25 under the Havana allocations, the power is set in the new rules at 50,000 watts flat, which would open the issue on whether that should be made the minimum limit and thereby bring in the whole issue of superpower. On Class IB stations, the power is set from 10,000 to 50,000 watts; Class II, 250 to 50,000 watts; Class IIIA, 5,000 watts night and day; Class IIIB stations, 1,000 watts night and 5,000 day; Class IV, 250 watts night and day.

As set forth in the new rules, Class II stations would become an entirely new category, which would operate on clear channels. However, they would not be protected from the interference of the dominant stations on such channels. These in essence are the so-called "broken down" clear channels which under the existing regulations have still been identified as clear waves.

In its original consideration of the new rules, which goes back more than a year, considerable thought was given to regulation of stations engaged in network broadcasting. While it is known that proposed rules on this score had been drafted in tentative form, the recent action of the FCC in ordering a chain-monopoly investigation entrusted to a committee of Commissioners resulted in dropping of any plan even for drafting proposed regulations at this time. That type of action, if any, would logically come as a result of the inquiry.

Since almost the beginning of radio regulations in 1927, duplication of chain programs has caused concern among regulatory authorities. Commissioners had talked along the line of requirements which would prohibit stations on the same networks from duplicating service within a given coverage contour in both primary and secondary areas under predetermined conditions. It is expected the chain-monopoly inquiry will go extensively into the practicability of that type of regulation.

No Part-Timers

In analyzing the new regulations paragraph by paragraph, the following more or less significant changes are discerned:

The definition of a part-time station is deleted entirely from the new rules, since that character of station would be non-existent under the projected new allocations.

A new rule is included dealing with the determination of interference between standard broadcast stations to coincide with the terms of the Havana agreement.

A new rule would permit the assignment of local channel stations or regional channels under specified conditions, thereby permitting more extensive use of regional facilities.

A new rule would fix the location of stations so that the main studio location will govern, and require also that the transmitter be located so as to render primary service to the city in which the main studio is located.

A new rule deals with applications for directional antennas and requires specification of the exact site and supplying of full details of the proposed design. Proof of performance of the directional antenna also is required so that FCC approval may be given before operation may be permitted during the regular broadcast day. Another antenna rule prohibits the use of the same antenna by two standard broadcast stations or by a standard station and a station of another class "unless both stations are licensed to the same licensee."

Other purely technical changes would require stations to maintain their frequency within 50 cycles plus and minus until Jan. 1, 1939, and thereafter each new station or new transmitter installation shall maintain accuracy within 20 cycles. After Jan. 1, 1942, all stations would be required to maintain a 20 cycle tolerance. Only five years ago the permissible deviation from frequency was 500 cycles plus and minus.

Day Hours Half

Another new rule would require that reliable clocks be provided in the transmitter room and in each studio control room of a station to be maintained particularly for use in connection with the monthly monitoring schedules. Along this same line, stations would be required to operate or refrain from operating during the experimental period as directed by the Commission in order to expedite the work of frequency measurement and monitoring and determine the degree of interference in th broadcast band.

One night hour will be considered the equivalent of two day hours under a new rule set down for the purpose of determining the proportionate division of time of a broadcast day for sharing-time stations. In this connection, it was held the absence of such a rule has resulted in much confusion, particularly since the old quota rules were deleted in which definite evaluations were given to hours of the day and night in fixing quota.

In a new rule, standard time or local standard time is defined as that recognized by the ICC for railroad regulation. To govern daytime stations, a new provision specifies that such stations shall not operate prior to 6 a. m. local standard time for the transmission of regular programs. Moreover, stations licensed for greater daytime

WABY

Summer-Sag?
It's a Stranger

Pile up the prize vacation trade atop the rich Capital District's year 'round buying power, and you have the peak in sales field — WABY's proved-results territory. Check the surveys.

In the Heart of "The State That Has Everything"

Harold E. Smith, General Manager

STATION W•A•B•Y ALBANY, N. Y.

Programs and Coverage in Metropolitan New York

The JEWS
The ITALIANS
The GERMANS
The POLES
The SPANISH
The CZECHS
The GREEKS

ALL HAVE A WORD FOR IT

•

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

NETWORK competition was keen on Washington golf links the other day when CBS and NBC fought it out in their annual match. Staff members of WJSV, CBS outlet, won the match from members of WRC-WMAL, NBC outlets. Front row (l to r) are George Wheeler, NBC announcer; Carleton Smith, NBC special events chief; Keith Williams, NBC engineer; Harry Crow, WJSV auditor; Clyde Hunt, WJSV chief engineer; Ed Rogers, NBC announcer. Back row are Gene Conklin, WJSV sales; Kenneth Berkeley, WRC-WMAL manager; Bob Terrill, NBC engineer; George Gunn, NBC sales department; Hugh Conover, WJSV announcer; Larry Elliott, WJSV chief announcer; Fred Shawn, NBC program director; Paul Porter, WJSV attorney; Jess Willard, WJSV manager; John Dodge, WRC-WMAL commercial manager; Jim Sweet, NBC announcer. Scores: Low gross of 83, Larry Elliott; Low net of 73, Paul Porter.

than night power would not be permitted to operate prior to 6 a. m. with their daytime power.

Rules governing the posting of licenses are changed so as to require that any other instrument or authorization concerning the construction of equipment or the manner of operation of the station must be posted in addition to regular station and operators' licenses so that they can be visible at all times.

The rule governing maintenance of station logs has been broadened to require additional entries relative to the title, by whom posted, sponsors' name, and time of commercial announcements. Entries also would be required showing that each sponsored broadcast had been announced as sponsored, paid for or furnished by the sponsor.

Transcription Rule

The rule governing electrical transcriptions was changed in language and nomenclature. Whereas the existing rule calls transcriptions and recordings "mechanical reproductions", the word "reproductions" is changed to "record" wherever it appears.

Throughout the 38 pages of proposed new rules, there are changes in phraseology and form but, aside from the changes mentioned, they would not affect the actual workings of the regulations. For example, the term "broadcast station" formerly used is now changed to "standard broadcast station" to differentiate between stations in the band 550-1600 kc. and those operating in other bands allocated for broadcast services.

The *Standards of Engineering Practice*, covering some 200 pages, are tied into the new rules clarifying them. Included in these standards are the revised mileage tables, graphs covering antennas, data required with applications involving directional antennas, power ratings of tubes, and related technical provisions adopted by the FCC and now in force. Other data encompassed in the technical tome include field offices of the FCC, application forms, special provisions relating to broadcast operation, and descriptive data on equipment approved for use in standard broadcast stations.

CHARLES STUART, secretary-treasurer and director of the Sidles Co., chief stockholders in the Central States Broadcasting System, operating KOIL, Omaha, and KFAB-KFOR, Lincoln, died May 2 following a heart attack. He was 53 and is survived by his widow, two sons and a daughter.

The Laux Trio

"WHAT'S the matter with the *third* Laux?" writes Maurice Hart, chief announcer of WAAT, Jersey City. He's Edward H. Laux, brother of France at KMOX, St. Louis, and Roger at WCBS, Springfield, Ill. Like his redoubtable brothers, Ed is an ace sportscaster and he also handles news and man-on-the-street programs. "Don't think there are three brothers in radio elsewhere, all announcing, are there?" asks Hart.

Princeton Survey

ROCKEFELLER Foundation has granted a special fund to the School of Public and International Affairs of Princeton University to conduct a survey for the purpose of finding out why *One Man's Family*, weekly serial sponsored by Standard Brands Inc. (Tenderleaf Tea), on NBC-Red network, has held its popularity record for the past six years. Edgar L. Newhouse III, of Princeton's office of radio research, will conduct the survey through a series of interviews with radio listeners. No announcement was made as to what the survey is expected to prove.

LYLA MANTELL, women's commentator in Canada, died recently in Toronto. She had been on the dramatic stage in the United States and Canada, was active in the program for shutins on CKCL, Toronto.

Television from Eiffel

PARIS' Eiffel Tower, over which the first transoceanic reception of voice by wireless from the United States was carried in 1915, was inaugurated last month as a modern television transmitter under the Ministry of Posts and Telegraphs. Starting with 25,000 watts, soon to be raised to 30,000, which it is said will make it the most powerful television transmitter in the world, the station was engineered and installed by Le Materiel Telephonique, French licensee of the American I. T. & T. Co. Eiffel was first used for television during the Paris Exposition, but the new installation modernizes it, particularly the 1250-foot coaxial cable, five inches in diameter and weighing more than 12 tons, which connects transmitter and antenna.

If you are thinking about

JEWISH ADVERTISING

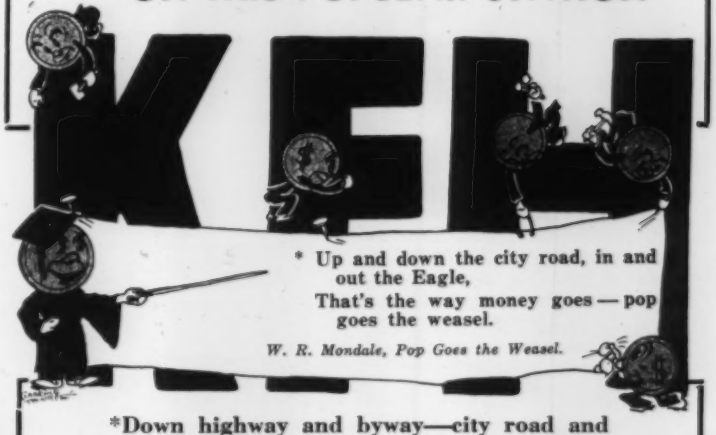
Think of

·WLTH·

NEW YORK

Jewish Market Information — *Merchandising Service*

DOLLARS "POP" SALES ON THIS POPULAR STATION



* Up and down the city road, in and out the Eagle,
That's the way money goes — pop goes the weasel.

W. R. Mondale, Pop Goes the Weasel.

***Down highway and byway—city road and country lane—all through the rich Wichita market—that's where your advertising money goes—to "pop" buying inertia for products advertised on KFH, the Voice of the Wichita Eagle.**

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

More national and local advertisers are on WDRC than any other station in Connecticut. You, too, will get results if you reach this rich, potent market through WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
INTERNATIONAL RADIO SALES

free! Yes, it's Ready!

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

WGES-WCBD-WSBC
Chicago

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Better Programs Now On Air

(*Continued from page 32*)

logical reforms" that would discourage radio's pioneering spirit and retard its progress.

"Everyone should remember that radio is in its infancy," he said, "and that there are great possibilities for future technical development. Today, technical progress is proceeding at such a rapid rate that by tomorrow not only will the technical base upon which radio is now operated be changed, but also the existing limitations which now influence its social and economic significance will be considerably broadened. Therefore, those who would cut the pattern of the suit to fit the future radio should not design this pattern upon the dimensions of this rather youngish radio of today.

"At present, the law specifying the regulation of radio in this country contains four important fundamental factors," he continued. "One of these is that the development of radio and its application to the service of the public shall be entrusted to competitive private enterprise—the kind of enterprise that has been so prominent in the development and progressiveness of this wonderful nation of ours. The second of these factors is that the Government shall not censor what is transmitted by radio. In other words, radio should be maintained as open forum on the basis of the freedom of speech guaranteed in the first amendment to the Constitution of the United States.

"The third factor is that the radio waves belong to the people of the United States and radio licenses are for limited periods of time. The fourth requires that if licensees permit the use of their stations by qualified candidates for public office, they must afford equal opportunity to all other such candidates; and that the licensees shall not censor the material broadcast by such candidates. In a democracy such as ours these four fundamentals create a balance which, in my opinion, augurs well for the future of radio in this country."

A Check on Hecklers

Describing radio as a "20th Century John Alden" which has won public favor for countless persons and products while remaining "singularly inarticulate" on its own behalf, Paul W. Kesten, CBS vice-president, said that the critics who had made radio heckling a "parlor pastime" are at last being answered by a "spontaneous sprinkling of informed public comment in behalf of American broadcasting."

"Broadcasting was criticized by lovers of serious music because it offered too much popular music," Mr. Kesten said. "It was criticized by lovers of popular music because it offered too much serious talk. It was criticized by one social group because it gave voice to another and opposing group, and vice versa. It was criticized by a few of its *listeners* because it allowed many of its programs to be punctuated by messages from American *manufacturers* about their products. It was criticized by a few of those *manufacturers* for not allowing *more* time for such messages."

David Sarnoff, president of RCA and NBC board chairman, also defended the American system of broadcasting, pointing out that "an adequate service of sustaining programs could not be furnished without the financial support made possible by the sponsors of paid programs. "On the other hand," he continued, "a system of nationwide broadcasting which excluded unpaid-for services now rendered to the public in the fields of culture, religion, education, government and public questions would not conform to the principles upon which the American system of broadcasting is founded."

He said that the broadcasters have constantly tried to increase appreciation of the better programs, but warned against setting up too narrow standards of good taste, pointing out that as, 400 years ago the University of Oxford attacked Shakespeare as a "vulgar, commercial-minded opportunist," so, 400 years hence Charlie McCarthy and Benny Goodman may be regarded as the classical artists of our day.

Fun in Learning

The hobby of condemning radio is due to mistaking growing pains for disintegration, Alfred J. McCosker, president of WOR and chairman of MBS, told his audience. Speaking specifically of education on the air he said that the best teachers were the ones who made their subjects interesting and in the same way radio is succeeding best when it entertains while it teaches. Asking how it is possible for *This Wonderful World*, a program on natural history and astronomy, to attract a large juvenile audience on Saturday mornings, the traditional play time, he said "the answer is that we've made a question and answer game out of education. We've made it entertaining."

Likewise discussing education on the air, and particularly his own prize-winning *America's Town Meeting of the Air*, Mr. Denny said that the popularity of this program is due to a "technique which under most conditions challenges and sustains the interest of the listener throughout the duration of the program, and most important of all, leaves him in a state of mind where he wants to do something about what he has just heard. The program consists of a discussion between two or more qualified authorities about questions of immediate public interest, followed by a question period in which the audience participates. The principles involved are simple—conflict, struggle—struggle about something that concerns us all. We try to avoid the old fashioned debate technique as much as possible, and ask the speakers to present affirmative views on the question at issue. In this way we try to direct the listener to think constructivelv about the problem rather than simply applauding the views which are naturally congenial to him."

* * *

Chicago Discussion

TWENTY Midwestern educators met at the Palmer House May 7 under the chairmanship of Norman Woelfel, of Ohio State U., for a conference on the evaluation of school broadcasts, the third in a series of monthly round table discussions held in Chicago as a part of a study sponsored by the U. S. Office of Education. Similar conferences have been held in New York, Michigan and California.

The forenoon was devoted to problems encountered in classroom use of radio and in an evaluation of educational broadcasts. Most frequently mentioned among educational broadcasts on commercial stations were the CBS *American School of the Air* and the WLS *School Time* program.

During the afternoon the group discussed a sample transcription program of the *Epic of America* series written and produced by the New York division of the Federal Theatre Radio project. Attention was also called to the summer workshop in radio education sponsored by the Progressive Educational Association at Bronxville, N. Y., and the new workshop sponsored by the Radio Council of the Chicago Public Schools.

GOT WRITER'S CRAMP FROM SIGNIN' CHECKS!

Today in its classification, Fargo is the nation's second city in bank clearings on personal checks-- and one of the country's largest farm implement markets. Retail sales in the Red River Valley are ONE-THIRD of those for the three combined states, North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

Fellers, the whole rich area is commanded by WDAY --and yours at one low cost! It's a buy!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Four Students Awarded Rockefeller Fellowships For Training With NBC

COOPERATING for the third year with Rockefeller Foundation in accepting fellowship students for training in network broadcasting, NBC has enrolled four new students for the five-months term from May 1 to Oct. 1. They are Charles Anderson, announcer for four years at KOA, Denver, who is being trained to become program manager of the Rocky Mountain Radio Conference, an organization with headquarters in Denver set up to create educational programs; Jack Baird, graduate of New Mexico State College where educational programs are presented through KOB, Albuquerque; Gerald Bartell, of the program staff of WHA, Madison, Wis., who will be trained for increased duties at the station; Shackleford Bauer, Yale '37, for several summers past an attache at the League of Nations, Geneva, who will be trained to assume the position of radio director of the National Peace Conference.

The students will be assigned to all departments of NBC for varying lengths of time, concentrating, however, in the divisions where the most aptitude and interest is shown by the individual. A separate course of study is set up for each fellow, devised by Franklin Dunham, NBC educational director.

Since the procedure was adopted NBC has "graduated" six fellows all of whom are now successfully engaged in educational broadcasting. These include Friel Heimlich, now program manager of WOSU, Ohio State University; Leora Shaw, head of the script division, WHA, University of Wisconsin; Allen Miller, director of the University Broadcasting Council, Chicago; Harley Smith, director of radio at Louisiana State University; George Jennings, director of radio at the Cornish School of the Arts, Seattle; Milton H. Patridge, radio director of Washington Square College, New York University.

JESSE L. LASKY, who recently resigned as associate producer of RKO-Radio Pictures, Hollywood, has established offices at 6253 Hollywood Blvd., that city, and will devote his time to other activities in the field of motion pictures and radio, it was announced. It is understood that Mr. Lasky is preparing a radio program built around film names, which will be released transcontinentally, under sponsorship, in the fall.

JOHN F. WEIMER, president and manager of WJW, Akron, is disclosed in an FCC application as one-fourth owner of the stock in Richland Inc., applicant for a new 250-watt daytime station on 1370 kc. in Mansfield, O.

574 HOURS ON the air without cease during the 1937 flood crisis earned for WREC, Memphis, the U. S. Junior Chamber of Commerce plaque for meritorious service, which is here shown being awarded to Hoyt Wooten (left), station's owner, by Rodney Baber, president of the Memphis chapter. Because WREC raised more than $75,000 in Red Cross funds and fed the network regularly during the crisis, CBS aired the presentation.

Sparkletts Returning

SPARKLETTS Drinking Water Corp., Los Angeles (bottled water), an occasional user of radio time, is using a weekly quarter-hour program on KFI, that city, titled *Sparkletts' Bridge Club*. Contract is for 52 weeks, having started May 9. This is being supplemented with spot announcements twice weekly on KECA, Los Angeles. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

Honor Brand Placing

HONOR BRAND Frosted Foods Corp., New York, has started a schedule of participation in *For Ladies Only* and *Kitchen Kapers*, five days a week each on WNEW, New York, and is also sponsoring a Saturday half-hour program, *School Days*, on the same station; and five-a-week participation in *Foodcasters* on WINS, New York. Agency is N. W. Ayer & Son, New York.

SO COMPLETELY "sold" was Ted Husing, CBS sports announcer, on the horse Larwin while watching him run in Florida last winter, that he placed bets on him at the recent Kentucky Derby and netted $10,000, says a CBS press release.

Kendrick Louisville Plea Given Favorable Report

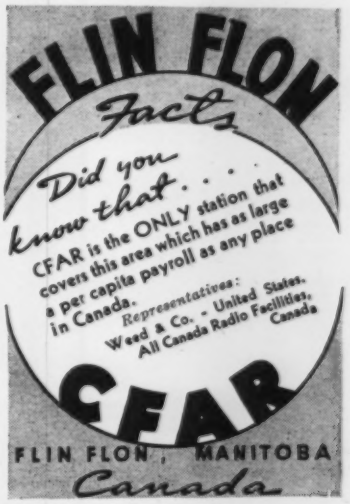
THIRD of a series of examiner's reports on applications for a new local station in Louisville was released by the FCC May 6, carrying a recommendation by Examiner Bramhall that the Commission grant the application of Kentucky Broadcasting Corp., headed by D. E. Kendrick, for a new outlet on 1210 kc., using 100 watts night and 250 day. Previously Examiner Hyde had recommended denial of the application for the Louisville Times Co. for the same frequency with 100 watts full time and had also recommended against the application of S. O. and P. C. Ward, of Nashville, for the same frequency with 250 watts daytime only.

A fourth application from the same area, that of WGRC, New Albany, Ind., asking for a change in frequency to 880 kc. with 250 watts full time in lieu of its present 250-watt daytime assignment on 1370 kc., has also been recommended favorably by Examiner Dalberg. It is likely the Commission will now await oral arguments on the Kendrick report before taking all four cases under advisement and deciding them together. Mr. Kendrick was formerly manager of WIRE, Indianapolis, and until recently was with the West Virginia Network.

ORIGINATING in the studios of WMT, Cedar Rapids, Ia., the *Corntassel Nooz* is being carried for Peter Pan Bakers over a special hookup comprising WOW, Omaha; KMA, Shenandoah, Ia.; WHBF, Rock Island, Ill.; WCAZ, Carthage, Ill.

RCA Salaries

SALARIES of RCA officials for 1937 as revealed in the annual report recently filed with the Securities & Exchange Commission were: James G. Harbord, chairman of RCA board and a director, $56,800; David Sarnoff, RCA president and director, $84,153; Otto S. Schairer, vice-president in charge of the RCA patent department, $30,200. M. H. Aylesworth, former president of NBC and recently named publisher of the *New York World-Telegram*, received $35,000 for "special services rendered in 1936 and 1937 in the motion picture field", according to the report.


FLIN FLON
Facts
Did you know that . . .
CFAR is the ONLY station that covers this area which has as large a per capita payroll as any place in Canada.
Representatives:
Weed & Co. - United States.
All Canada Radio Facilities, Canada
CFAR
FLIN FLON, MANITOBA
Canada

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

MEMO:

George:

Twenty percent of the nation's oil is produced in the area covered by these stations. We'll need them in our new sales campaign.

Bob.

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

KROC

ROCHESTER • MINNESOTA

CROSSROADS OF THE NATION STATION

KROC SERVES

	Primary	Secondary
Population	239,794	237,901
Families	57,324	58,271
Radio Homes	51,459	50,347
Retail Sales	$67,328,000	$39,851,000
Spendable Income	$109,358,000	$87,491,000

89% of all families own one or more radio sets. Nearly 500,000 persons are KROC minded.

KSFOCUS

Car stop: Street cars, motor cars, crowds and radio dials all stop at KSFO's "Sidewalk Reporter" program for Holsum Bread. Old stuff? Not the way KSFO does it.

Find the ears: Not much of a puzzle picture. Just take time on KSFO and win a prize of more audience at lowest cost per listener. (The tower: 400 ft., transmitting over salt water.)

Visual broadcasting: Not television, but window displays like this for Armstrong Linoleum join sight with sound to spread your KSFO message. Merchants cooperate. The arrow below points with pride.

KSFO

SAN FRANCISCO

KSFO-Russ Building, San Francisco
560 KC...5000W day...1000W night
PHILIP G. LASKY, General Manager
National Representative:
FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

Hearings Start on Short Wave Bill

(Continued from page 13)

ones, since all members of the committee are government employes and the private viewpoint is in no wise reflected in its deliberations.

When the hearings on the Chavez-McAdoo bill were opened, Senator Bone (D-Wash.) its chairman, assured representatives of the broadcasting industry they will be given full opportunity to present their views. Only Government spokesmen appeared at the initial session, which recessed until May 18.

The industry viewpoint, broadly, is that passage of any legislation for a Government-owned station, even in the international field, could serve only as the entering wedge for Government operation of radio.

Sen. Chavez (D-N.M.), said he will not press for action on the bill until the report of the Interdepartmental Committee is released with representatives from the State, Navy, Interior Departments and FCC considering the proposal.

The Chavez-McAdoo bill authorizes the Secretary of Navy to construct, maintain, and operate a "United States Pan-American Radio Station" at San Diego, Cal., on frequencies assigned by the FCC. Programs "to promote friendly relations" with the nations of the western hemisphere would be selected by the Secretary of State, aided by an advisory council composed of the FCC chairman, the Secretary of Commerce, and two other Government officers selected by the President, beside himself. The council would determine the general policy of operation. Privately-owned companies could use the station, with approval of the Secretary of State and council, without profit.

Funds for Operation

The measure also authorizes appropriation of $3,000,000 to build and place the station in operation; $100,000 each fiscal year, beginning with the fiscal year ending June 30, 1940, for maintenance and operation; and "such sums as may be necessary to enable the Secretary of State to provide programs to be broadcast."

Witnesses appearing before the Senate subcommittee, which includes beside Bone, Senators Hill (D-Ala.) and Austin (R-Vt.), said Central and South America would be the chief beneficiaries of a high-power American short-wave station, that the $3,000,000 provided in the bill would be enough to construct the station and set it in operation, that annual operating costs would be well over the $100,000 provided in the measure, and that the choice between public and private operation of the station was strictly a matter of policy.

Senator Bone observed the bill was the "first formal suggestion that the Government go into the broadcasting business." Senator Chavez answered: "It is not the idea of the sponsors to get into competition with other nations, but only to put our ideas before these neighboring peoples." He added that the new station would be "only a means of transmission" and would not necessarily mean government programs to which could be attributed any "official" color.

Power Problems

Lieut. Commander J. B. Dow, U. S. Navy, testified that Navy Department estimates on a previously proposed station, located along the eastern seaboard, ran to $470,000 for construction of a studio-auditorium and auxiliary equipment, $748,600 for a transmitting station with three 50,000-watt and two 10,000-watt high-frequency transmitters. Operating costs, he said, had been estimated at $224,860 per year, not including the cost of control lines and program wires.

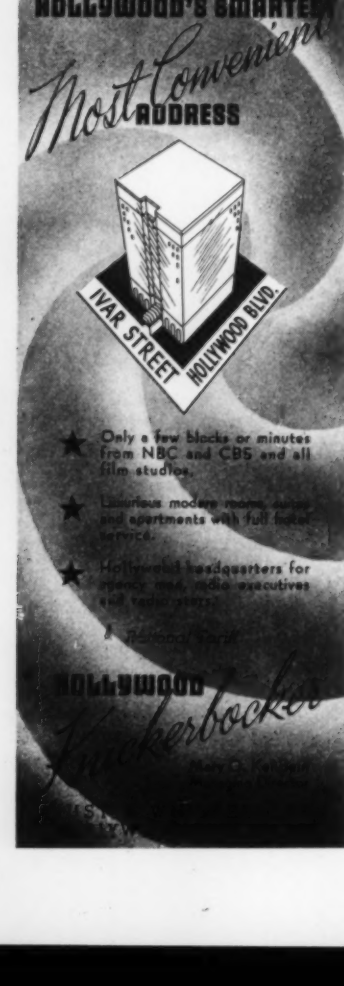
Pointing out that some increase in power must be figured into these estimates if the transmitter site were on the West rather than the East Coast, since it would mean about 1,000 miles added transmission distance to Latin American listeners, Comdr. Dow conceded there would be an advantage to a West Coast station in time of war.

E. K. Jett, chief engineer for the FCC, emphasized the need for speedy action in securing frequencies for any international station of this type, whether it be privately or publicly run, before the spectrum becomes more crowded. He said FCC estimates for construction of a station with a minimum of four 25,000-watt transmitters, including transmitter buildings, directional antennas, miscellaneous equipment and a power substation, ran to about $690,000. The FCC estimate on operating costs also ran well above the bill's provision.

Dr. J. H. Dellinger, chief of the radio section of the Bureau of Standards, agreed that from three to six frequencies would be needed, depending on the location of the transmitter, to carry out the proposed plan of international broadcasting, but differed with Lieut. Comdr. Dow and Lieut. Jett on the need for transmitting over three frequencies simultaneously. The Bureau has determined, he said, that Europe-United States signals are fundamentally weaker than United States-South America signals would be.

Dr. Dellinger said assignment of frequencies by international treaty is based on broad standards of service and the mutual desire to prevent interference. He said he thought a United States station would easily establish its service benefits to Latin America and would have little difficulty in securing frequencies.

Albert K. Dawson, a South American travel lecturer declared at the hearings that Germany, Italy, and England are "having a terrific struggle to secure and hold the interest of Latin America." The number of shortwave receiving sets in Central and South America is now small, compared with North America, he said, but is increasing fast. He also pointed out that the percentage of listeners is greater there than here.


HOLLYWOOD'S SMARTEST
Most Convenient
ADDRESS
IVAR STREET
HOLLYWOOD BLVD.
Only a few blocks or minutes from NBC and CBS and all film studios.
Luxurious modern rooms, suites and apartments with full hotel service.
Hollywood headquarters for agency and radio executives and talent.
HOLLYWOOD
Knickerbocker

KQW SAN JOSE CALIFORNIA

THE OLDEST STATION IN THE WEST

Serving one of the richest agricultural areas of the United States.

Full Mutual Don Lee Network Schedule

Representatives
John Blair & Company

News
is your best bet
TRANSRADIO

Bay State Defers Libel Legislation

A CONCERTED campaign by Massachusetts broadcasters, led by John W. Holman, manager of WBZ, Boston, proved fruitful in the Massachusetts Legislature May 12 when the State Senate on a roll call vote of 21 to 14 referred "to the next annual session" a bill which would place the spoken word in the same category of the laws as the written word with respect to libel and slander.

The bill, filed by Rep. Phillip Bowker, of Brookline, was aimed at Massachusetts' radio stations. Reported out of the Judiciary Committee favorably, the bill was placed in charge of Rep. Charles Innes of Boston. Its passage through the House was quick despite a deluge of telegrams from broadcasters. Opponents of the measure could not muster enough strength in the lower house to get a record vote on the bill.

Opponents, however, though facing apparent hopeless defeat, renewed their efforts in the Senate and were successful. A motion by proponents to reconsider awaits action May 16.

The proposed law if enacted would require radio stations in Massachusetts to keep transcriptions of all political speeches and comments and discussions on public affairs or by public officers pending any proposed court action in slander. Its supporters were reported to be aiming particularly at the forthcoming election campaigns.

AFA Books McGrady

EDWARD F. McGRADY, RCA's director of labor relations, will give his first public address since he left the Department of Labor at the 34th annual convention of the Advertising Federation of America, at the Hotel Statler, Detroit, June 12-16. Mr. McGrady's talk, to be heard on June 13, will be titled "Labor, Industry and the Public." A departmental session of the sales managers division of the NAB will be held Tuesday, June 14, under the chairmanship of Lewis H. Avery, commercial manager of WGR and WKBW, Buffalo.

Marrow Adds Six

J. W. MARROW Mfg. Co., Chicago (Mar-O-Oil Shampoo), is using weekly quarter-hour WBS transcriptions featuring Isham Jones' orchestra on six West Coast stations in addition to the 14 eastern stations listed in BROADCASTING May 1. Stations are KECA, KFI, KOMO, KGW, KPO, KFPY. Steve Horton, vice-president of Baggaley, Horton & Hoyt, Chicago agency handling the account, returned to Chicago May 1 from San Francisco where he had studied the western market.

DeForest Show on Three

DEFOREST TRAINING Inc., Chicago (radio and television home study course), has started weekly quarter-hour show of recordings featuring Harvey Rodman's orchestra on WOR, Newark. Similar shows are being used on KFRC, San Francisco, and WIBX, Utica, N. Y. Agency is Presba, Fellers & Presba, Chicago.

Radio-Journalism Award

MARY MARGARET McBRIDE, CBS news commentator, was awarded the University of Missouri's medal for distinguished service in journalism May 12, the first woman so honored in the history of the award. The awards are made annually as the highlight of Journalism Week at the college and heretofore have gone solely to newspaper institutions or to men. As Martha Deane, Miss McBride celebrated her fourth anniversary May 3 as commentator for women on WOR, Newark.

NAB Board to Act

(*Continued from page 12*)

sociation of American Law Schools.

It was while serving as dean that influential Democrats persuaded him to run for the Louisville mayoralty nomination. He won the 1933 election, becoming the first elected Democratic Mayor in 16 years. He immediately reorganized the city's financial system and perfected the budget, setting up the most complete and accurate budgets the city had ever experienced. In the utility field, he advocated lower rates and obtained reductions in electric, gas and telephone levies.

A stickler for full, free and thorough research before undertaking any project, he established a reputation as Louisville's Mayor of knowing every detail of city operation. According to Louisville leaders his administration had less unfavorable reaction on important issues than probably any other in the municipality's history. He always carried on a heavy correspondence in his unending quest for every fragment of available information.

When only 30 years old, in 1924, Mr. Miller was elected president of the Louisville Bar Association —the youngest president in its history. He is a member of the American and Kentucky bar associations, and is a past exalted ruler of the Louisville Lodge of Elks. He is an elder and trustee of the First Presbyterian Church, where he served six years as superintendent of the Sunday School.

Mr. Miller has retained his interests in athletics. At Princeton he was a member of the soccer team and captain of the swimming team. While Mayor, he could be found several times a week at the handball courts at the YMCA or the golf links. He usually manages to spend a month or so at his summer home at Cape Cod. He also plays tennis. Gardening is one of his hobbies, and another is "just plain tinkering." In the basement of his Louisville home he maintained a complete workshop in carpentry.

Mrs. Miller is the former Katherine Castleman Wilson, of Summit, N. J., whom he married in 1924. They have four daughters, Barbara, Gale, Katherine and Mary Welman. His clubs include the Pendennis, Louisville Country and Rotary in Louisville, Ivy at Princeton, and Yacht at Hyamisport, Mass. He was trustee of the Synodical Presbyterian Orphanage in Louisville from 1929 to 1932.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

The Bright Business Spot For Spring-Summer

—is Western Carolina! Influx of part-year residents and visitors to Great Smoky Mountains National Park and other tourist points brings big rise in business. WWNC offers the sole blanket radio coverage. Use this shining profit opportunity!

THE PACIFIC NORTHWEST

can be purchased at a big saving with a single contract.

Gene Furgason & Co.

Representative

Seattle—Portland
Spokane—Butte
Helena

STAY OUT'N THEM HILLS, STRANGER!

Add the million souls of WAVE's 43-county audience to your prospects in Kentucky and Southern Indiana, and you have enough buying power to run a temperature in *anyone's* sales! These 1,070,918 WAVE listeners account for 67% more wired homes, and 59% more passenger cars, than *exist in the entire 93 Kentucky counties outside of our sphere, combined.* By leaving out the hills and hollers of those 93 counties, you get WAVE's concentrated million listeners—at less than half the cost they can be reached by any other Louisville medium! It's as simple as that. May we send you the complete story?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

Finance Series

PERSONAL FINANCE Co., Philadelphia, has started a five weekly five-minute disc series on WFIL, that city, featuring dramatized short stories on the value of loan service. The series is planned for use on other stations also. Margaret Schaefer, assistant program director of WFIL, is producing the program which is being cut by the WFIL recording division. Business placed direct.

GULF OIL Corp., New York, on July 3 replaces *Phil Baker* with a summer show featuring John Nesbitt; Al Garr, tenor, and Oscar Bradley's orchestra. The program is heard Sunday evenings on CBS. Agency is Young & Rubicam, New York.

WBNS
COLUMBUS

You Get the EAR of Central Ohio through our domination.

You Get the EYE through our complete merchandising and promotion.

All You Need in Central Ohio

John Blair, Representative

1000 WATTS NIGHT
5000 WATTS DAY

Guestitorial

Curtailed Courtesy

By DWIGHT BURROUGHS
WCAO, Baltimore

LET'S forget at the moment that we are salesmen; let's forget that we are advertising men, or radio men, or that we have anything at all to do with this business of utilizing the ether waves for the purpose of gain.

And let us put ourselves in the position of the man or woman in the home who has a nice little radio with which he may pick out of the air any one of several programs at any time of the day or night. Let us settle down in an easy chair near the radio and prepare for a period of entertainment, relax until we are in a thoroughly comfortable position and at peace with the world. Turn on the machine, adjust the dial, and—

"Good evening, ladies and gentlemen; this program is coming to you through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, sole manufacturers and distributors of the Hifalutin Reinforced Cuspidor and accessories, the only reinforced cuspidor to receive the medal of merit at the Paris Exposition in 1936, and a blue ribbon at the Altoona annual clam bake; a cuspidor than which there is no superior at the moderate price at which it is sold uniformly throughout the United States ($3.93; slightly higher in Canada); guaranteed against wear and tear through ordinary usage; developed through long years of experience, designed by outstanding architects, the Hifalutin Reinforced Cuspidor is a thing of beauty and a joy forever; it has the unqualified endorsement of leading physicians and scientists, has passed rigid tests by the Bureau of Standards, and is approved by the Board of Trade and the National Council of the Retail Crossroads Stores Association. But more of that later. The program continues through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, with John Doe and his band presenting, 'Swing It'."

Who's Courteous?

Now, still remembering that for the moment you are not an advertiser, a salesman, or a radio man, what is your reaction to this character of "commercial" that is not infrequent on today's programs?

Please bear in mind that we are not condemning it, nor criticizing it. We are merely wondering whether you, as a radio listener in the home, seeking entertainment and diversion, do not feel that you have displayed greater courtesy in according an attentive hearing to this sales talk than the sponsor has extended to you. If you have thoroughly discarded your real identity, and have actually assumed the role of entertainment-seeking listener, you are better able than any one else to tell just what effect the talk has produced in your mind. Has it sold the product and made you anxious to patronize the sponsor? Or, do you feel that the advertiser has taken advantage of an opportunity that you innocently gave him? If the latter, to what extent has your friendliness toward the sponsor and his product been affected?

The average fair-minded listener does not begrudge advertisers the few seconds set apart in most broadcasts for the commercial plugs. Radio is supported by advertisers, and most people do not object to the mention of names and reference to the character of the products. Objection increases, however, with the increased use of time in elaboration on the merits of the product, and the question is, just how far the advertiser may go without danger of incurring the displeasure of his listener. We can recall a certain 15-minute broadcast in which 11 minutes were given to advertising and four to the actual program. Surely this was dangerous ground.

Suppose a trial were made of the broadcast of an entertainment program without once naming the sponsoring product—merely giving at the beginning and at the end the name of the sponsoring company! Put yourself again in the role of the listener at home, relaxed and a-hungering for diversion. What would be your reaction to such a program and to its sponsors? We will let you answer that question, but it is a fair guess that you will be mightily impressed.

Legislature Lauds WIS For Coverage of Session

SOUTH Carolina's General Assembly expressed its appreciation for "full and accurate reports of its proceedings" to WIS, Columbia, S. C., in a formal resolution at the close of the 1938 legislative session. Radio's part in "covering" the legislature was cited in a House resolution that expressed "to John K. Cauthen its appreciation of the daily reports made of the proceedings of this body over Radio Station WIS and desires to thank this station for the facilities afforded by it in conveying to the people of this State a daily report of its proceedings." Cauthen, newspaperman and columnist, had a daily 10-minute resume of legislative proceedings over WIS each day of the session. WIS maintained a direct wire line to the House of Representatives during the session and from time to time special broadcasts were made direct from the floor.

WMBG Plea Denied

THE petition of WMBG, Richmond, Va., seeking revocation of the license of WRNL, Richmond, on the ground that it allegedly failed to live up to promises in connection with program service, was denied May 4 by the FCC. Simultaneously, the Commission dismissed the WRNL answer to the petition.

KEEP YOUR EYE ON WKY's FARM AUDIENCE

THEY'LL MAKE GOOD CUSTOMERS IN 1938

Farm buying, always a vital factor in sales build-up in Oklahoma, looms as an even more powerful force in 1938.

April crop reports indicate the best wheat crop since 1931 and the third largest of record. Ample winter and spring moisture is giving the cotton and corn farmers their best start in seven years. Soil conservation checks in 1938 will reach a total of $12,000,000 by June 30.

WKY offers the one sure-fire airway into the homes of these Oklahoma farmers. It covers more radio homes and influences a greater buying power in Oklahoma than any other station.

WKY
Oklahoma City
Representative — The Katz Agency, Inc.

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

KTHS
10,000 WATTS
Hot Springs
Announces
JOHN BLAIR & CO.
as
Exclusive National Representatives

Visual Receivers Put on the Market

Communicating Systems Inc. To Sell Two Types of Sets

COMMUNICATING SYSTEMS Inc., manufacturer of audio loudspeaker systems, has entered the television receiver field and is currently demonstrating sets which receive pictures but not sound. These will be placed on the market immediately at retail prices of about $125 for a 9-tube table model and $175 for an 11-tube console, according to C. H. Sterenfeld, vice-president of the company, who said the receivers are being manufactured under the company's own patents. Demonstrations are being made at the firm's headquarters at 130 W. 56th St., New York, during the times of NBC's experimental television broadcasts from its transmitter atop the Empire State Building.

The nine-tube set shows pictures on a three-inch oscilloscope tube and the 11-tube set uses a five-inch tube as its viewing screen. Each set is operated with only five controls, including the tuning knob. Images are clear, but of a decided green color. Sets are video only, but an auxiliary three-tube sound receiver will be made available at about $15 for purchasers who do not own all-wave audio receivers.

Danger of Obsolescence

Mr. Sterenfeld said the company can now turn out about 150 or 200 sets a week and that it already has orders for enough sets to keep it busy for the next six months. He said the sets had been tested in all five boroughs of New York City with good results and that he considered the experimental programs now being broadcast by NBC of sufficient entertainment value to keep the purchasers of the video receivers interested for the present. As soon as the sets get out among the public, he said, there will be such a demand for additional programs that the broadcasting companies will be forced to expand their schedules of television broadcasts.

Asked whether there is not a danger of his sets being made obsolete and useless by further changes of video broadcasting standards, Mr. Sterenfeld said that he felt the present day standards will prevail. This is contrary to statements of RCA and other concerns experimenting with this new art, who have consistently said that they could not safely put their sets on the market until the standards they are now testing have been approved by both the RMA standards committee and the FCC and until the FCC has issued licenses for television on a regular commercial basis.

Samuel M. Saltzman, president of Communicating Systems, has been engaged in the electrical business, chiefly in connection with theatre lighting, for the last 30 years, Mr. Sterenfeld said, getting into the sound equipment field about 10 years ago. The company specializes in the manufacture of emergency and operating speaker systems for use aboard ships. Mr. Sterenfeld is the company's attorney as well as vice-president. Chief engineer is Louis W. Parker.

Beginning May 12, NBC is including the following message in all of its television broadcasts: "These television demonstrations are experimental and should not be regarded as establishing a television service. Any revision of the television standards of transmission or changes to apparatus will necessitate discontinuance of schedules. Your comments on these experimental programs will be appreciated by the National Broadcasting Company."

THEY'RE ALL STUDENTS AT KUOA

Yet Station Is Commercial and Claims to Have One of Best Organized Plants in Southwest

UNIQUE in radio is KUOA. Siloam Springs, Ark., a commercial station owned and operated by the local John Brown University which requires its students to take academic, vocational and Bible training. As a part of their vocational training the students work three hours each day in one of the school's 30 departments, of which the radio station is an example.

Nine of KUOA's announcers and its four control operators are students ranging in age from 19 to 22 years and most of the station's talent comes from the student body. Commercial copy is prepared in part by business students. Storm Whaley, manager of KUOA, estimates that radio students on graduation have the equivalent of four years' continuous training in practical radio. "To prove that our operation is not amateurish", Mr. Whaley said, "we have managed to keep our sponsors as well as any station and we boast one of the best organized plants in the Southwest."

KUOA operates on 1260 kc. day, 5,000 watts and uses WE equipment. The station subscribes to UP and Transradio Press Service, World and Langworth program service.

On May 12 KUOA will be formally dedicated as a part of the commencement ceremonies which will be led by Jesse H. Jones, chairman of the RFC, Washington. A university station since 1935, KUOA went on the air in 1922.

BROADWAY MELODY Thirty minutes of sparkling comedy with Jack Waldron . . . guest stars . . . plus Don Albert and his orchestra.

M-G-M MOVIE CLUB One hour filled with stars . . . gossip . . . previews of screen hits . . . music and mirth.

MUSIC TO READ BY One hour of uninterrupted classical music on the air every night at twelve o'clock.

FRANK GRAHAM Noted columnist of the New York Sun talks about the world of sports . . . in a daily program called "Setting the Pace".

SAM TAYLOR Exclusive news of the screen . . . on the air twice weekly . . . in a gay program of "Hollywood Highlights".

GEORGE COMBS, Jr. Well-known ex-Congressman, whose daily "Editorial Slant on the News" keeps thousands informed of daily events.

HARRY GLICK Now celebrating his tenth year as New York's morning physical instructor. His exercises are on the air 15 minutes daily.

UNITED PRESS NEWS Daily spot news at the right spots during the day . . . rushed to the mike from the U. P. teletype.

MUSICAL SHOWS • COMEDY PROGRAMS • AIR NOVELTIES

WHN

DIAL 1010
NEW YORK CITY

KGMB
HONOLULU
KHBC
HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel

Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

WOW

590 KC. 5000 Watts

OMAHA, NEBRASKA
JOHN J. GILLIN, Jr., Mgr.
John Blair Co., Representative

Owned and Operated by the Woodmen of the World Life Insurance Society
On the N.B.C. Red Network

RAIN
One Dollar per Drop!

Rain fell on Nebriowa* last month . . . rain that means millions of dollars to the farms and businesses of this rich trade territory. Nebriowa is definitely on its way to a season of sales. Alert advertisers will get a better harvest with WOW.

*NEBRIOWA: The rich trade area made up of eastern NEBRASKA, western IOWA and parts of six other states.

New Improved Radio Outline Map

(31 by 21½ Inches)

RADIO Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.* Mailed flat.

Ideal for

- ☆ Advertising Agencies
  In mapping spot and network campaigns
- ☆ Radio Advertisers
  In mapping markets and campaigns
- ☆ Station—Sales and Engineering
  In defining coverage, market and areas
- ☆ Station Representatives
  In mapping stations

Prices

Single Copies 35c

10 or More Copies 25c Each

10% Discount in Quantities of 50 or More

BROADCASTING

Broadcast Advertising

National Press Bldg. Washington, D. C.

Wholesale Spots

A UNIQUE radio merchandising effort, exhorting listeners to visit hardware stores everywhere, was launched this month over WHAS by the Belknap Hardware and Mfg. Co., old-established wholesale hardware house in Louisville. Devised by Luther R. Stein, vice-president, the initial campaign comprised 32 spot announcements from May 9-14. At the same time Mr. Stein mailed out thousands of folders to retail dealers urging complete stocks to meet consumer demand, and listing the time of the spot broadcasts.

Mr. Stein

Heitmeyer Plea, Denied, Goes to Supreme Court

DENIAL of the motion of Paul R. Heitmeyer, applicant for a new station in Cheyenne, Wyo., to require the FCC to grant its new station request, was ordered May 13 by the U. S. Court of Appeals for the District of Columbia.

Former Senator C. C. Dill and James W. Gum, counsel for Heitmeyer, announced that the U. S. Supreme Court would be petitioned to review the case. The FCC on March 2 had reopened the entire case permitting other applicants to participate, and it was from this action that Heitmeyer sought relief from the lower court. [BROADCASTING, May 1].

Vinson Joins Court

REP. FRED M. VINSON, Democrat, of Kentucky, resigned from Congress May 12 to take his seat on the U. S. Court of Appeals for the District of Columbia, which hears radio appeals from the FCC. He was named to the court several months ago by President Roosevelt.

JOHN STEELE, special representative in Europe for Mutual and foreign correspondent for the *Chicago Tribune*, on May 1 started broadcasting *News About Europe*, Saturdays, 9-9:15 p. m. from London.

NORFOLK - VIRGINIA

National Representatives · EDWARD PETRY & CO.

WTAR

VIRGINIA'S OLDEST BROADCASTER

New Local in Missouri Takes the Air May 21

THE new KWOC, Poplar Bluff, Mo., 100 watts daytime on 1310 kc., is nearing completion and will go on the air May 21, according to a report from Don M. Lidenton, who will be manager and chief engineer and who is co-owner with A. L. McCarthy, his partner in a local radio service and electrical business. Studios are located in the Bank of Poplar Bluff Bldg., and a composite transmitter has been built by Mr. Lidenton. A Lehigh vertical radiator and RCA modulation monitor have also been installed.

Cliff Atkinson, formerly with KWOS, Jefferson City, Mo., will be commercial manager. Randall Jessee, also formerly with KWOS and later with KCKN, Kansas City, will be program manager. Ken Young, formerly with KXBY and KCKN, Kansas City, will be combination announcer and operator. William Bates, recent journalism graduate of the University of Missouri, will be news and continuity editor, with Roy Barham as relief announcer and writer. Venita Scott will be women's commentator. UP news service and *NBC Thesaurus* program library have been ordered.

Crosley Annual Report

ANNUAL report of the Crosley Radio Corp., filed April 30 with the Securities & Exchange Commission, indicated that net sales for 1937 totaled $18,735,450, cost of goods sold, $16,308,432. Figures include WLW operation, which is not separately broken down. A loss of $343,314 was claimed in the report as a result of the refrigerator plant destruction in the Ohio valley floods bringing the net loss for the year to $376,914. Salaries reported were: Powell Crosley, Jr., president and treasurer $24,000; Lewis M. Crosley, vice-president and general manager, $20,000; J. P. Rogers, vice-president in charge of sales, $16,000. The statement revealed that 28% or 151,369 shares of the common capital stock is owned by Powel Crosley, Jr., while Gwendolyn A. Crosley owns 24% or 129,532 shares.

School by Television

THE first classroom lesson by television in this country, with a group of science students gathered around receivers putting questions to an instructor in a distant studio, will be conducted by NBC in cooperation with New York University May 19 at Radio City. Dr. C. C. Clark, of the N. Y. U. faculty, will lecture on and demonstrate the uses of the photo-electric cell. The novel demonstration was conceived by Dr. James Rowland Angell, former president of Yale and now educational counsellor of NBC. It is one of a series of NBC experiments in the use of television for educational purposes.

CBS Salaries

SALARIES of CBS officials for 1937 shown in its annual report recently filed with the Securities & Exchange Commission were as follows: William S. Paley, CBS president, $190,196; Edward Klauber, executive vice-president, $80,540; Hugh K. Boice, vice-president, $45,315. Grouped under "aggregate remuneration" were salaries of 14 directors, $353,574; 12 officers other than directors, $224,381.

RADIO VS. READING
Student Listening Said to Be on Low Plane

HIGH SCHOOL students spend twice as much time listening to the radio as they spend on recreational reading, according to a survey of the listening habits of pupils of Abraham Lincoln High School, New York, by A. H. Lass of the school's English department.

Reporting on his study in the Board of Education's publication, *High Points*, Mr. Lass finds that student listening is on a generally low plane, and suggests that "the lack of discrimination in radio fare can be laid directly at the door of the school system which has thus far done little or nothing to develop standards for judging the worth of radio programs. The critical faculty has received even less nurture from radio sponsors."

"If educational broadcasts are to capture a wide audience," says Mr. Lass, "it would appear that they must utilize the dramatic sensationalism of *March of Time* or the 'star' drawing-card of *Lux Radio Theater*. Pure unadulterated education, intellect in the raw, has comparatively little appeal." The programs referred to were the most popular in the group termed "cultural programs" as opposed to "popular programs."

A significant fact noted by Mr. Lass is that there is no marked improvement of student taste or preference from freshman to senior classes. He considers it a hopeful sign for teachers that 64% of students indicated a preference for assignments which involved listening to radio programs.

Mr. Lass' "most dismal suppositions" were confirmed by answers which indicate that radio has no conscious effect in encouraging students to read material related to what they hear on the air. He says: "Thus far radio seems to have contributed little of importance to developing, guiding, or enriching students' outside reading. A few scattered and inconclusive studies would seem to indicate that radio here has great possibilities."

AFRA Signs WRJN

WRJN, Racine, Wis., and the American Federation of Radio Artists signed a contract May 3 covering the station's announcers and artists and provided for AFRA shop working conditions and wage increases averaging 42%. American Federation of Musicians and AFRA locals in Montreal have signed an agreement for concerted action in disputes between either union and employers. Neither union will accept contracts unless employers will hire members of both unions.

COLONIAL EARPHONE Co., New Yor, has named J. Dresner Adv. Agency, New York, to handle its account and plans to use radio among other media.

FRED ALLEN was chosen the favorite radio star by both fathers and mothers in a recent poll of nearly 50,000 parents canvassed by the Child Welfare League of America and the Boys' Athletic League.

DESCRIPTION of the running of the English Derby and word-pictures of the 350,000 people who are expected to witness it will be heard on NBC June 1.

CBS CHAMPS — Only outside entry in the New York Advertising Agency Bowling League, this team walked off last month with the championship. Erwin-Wasey finished second. The CBS team, standing (l to r): Walter Pierson, sound effects; George Lehman, playhouses; Charles McCarthy, building operations. Kneeling: James Kane, publicity; Ted Danley, traffic.

RUN BY STUDENTS
WBNS Stresses Trade Slant In College Day

TWENTY-THREE students of the Ohio State U. radio class "attended school" at WBNS, Columbus, May 5 when they assumed the duties of continuity writers, producers, announcers, salesmen. Starting with the sign-on, the day was devoted to giving the students a taste of actual radio work.

Many WBNS sponsors gave special attention that day to the students assigned to their particular programs. Students visited sponsors' stores merchandising problems and prepared shows which they also helped produce.

At 9:30 p. m. students who participated in the day's activities talked over their work in a forum discussion which was broadcast for a half hour.

The university class is in charge of Prof. Donald W. Riley and arrangements for the WBNS day were made by Jerome R. Reeves, a member of the class and the WBNS program department. Text used by the class is BROADCASTING and discussions of its articles are part of the classroom work. All members are subscribers.

JACK CURTIS Agency, new talent agency, has been established at 8954 Sunset Blvd., Hollywood, by Jack Curtis, New York producer and associates. Besides artists, firm is handling directors, producers and writers. Harry Ward is in charge of radio.

BIG Industries! Payrolls!

Advertisers over WAIR often express amazement at the quick, constant response from listeners. WAIR is a sales producer is there ever was one.

WAIR

Winston-Salem, North Carolina

Cleveland Food Terminal Is Granted a Rehearing

REARGUMENT on the application of the Food Terminal Broadcasting Co. of Cleveland, for a new broadcasting station on the 1500 kc. channel daytime, was authorized May 11 by the FCC. The application was denied by the Commission on Feb. 23 and the petition for rehearing or reargument was filed by Arthur W. Scharfeld and Philip G. Loucks, counsel for the station, March 24. The reargument will be held on June 2. It was contended additional material evidence has become available. The station, which would be operated by a corporation controlled by sellers of food products, proposed a unique service in that the facilities would be used to disseminate information on local market conditions, availability of perishable food products and price information.

It was also contended that only five of the seven commissioners had heard the oral argument in the case and actually only four commissioners who heard the oral argument participated in the decision. Commissioner Craven, it was held, although not present at the oral argument, participated in the action denying the application.

PURITY BAKERIES, Chicago, has started a sports review on WWJ, Detroit, featuring Ty Tyson. Using spot announcements in most instances, the firm's 31 wholesale bakeries throughout the country are advertising on 16 stations.

In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House Overlooking Lafayette Park

WASHINGTON, D.C.

THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA" — TULSA

AAA Travel Scripts

A NEW series of travel scripts covering tourist news is being distributed by American Automobile Association, Washington, to affiliated motor clubs for use by local stations. The scripts, timed for weekly five-minute programs, cover major events such as carnivals, celebrations and sports.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
Accounting . . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

ABBC MEMBER AUDIT BUREAU BROADCASTING COVERAGE
FIELD STRENGTH—
QUESTIONNAIRE SURVEYS
350 MADISON AVE.
NEW YORK CITY
Murray Hill 2-2046

R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

WHEN Ken Carpenter, NBC Hollywood announcer, won a recent popularity contest conducted through the network's house organ, *Transmitter*, he was presented with the original drawing which is reproduced here. Drawing is by Bill Eddy, NBC New York television engineer. It was presented to Carpenter by fellow employes for his work as a chimes ringer on the *Kraft Music Hall.*

FRANK J. HOGAN, head of the law firm of Hogan & Hartson, Washington, which engages in radio practice, has been nominated for the presidency of the American Bar Association. Nomination is tantamount to election. He participated in the first radio appeals case taken to the Supreme Court—that of WGY vs.. the Federal Radio Commission.

Commercial Broadcast Favored in Melbourne

REPLIES to a questionnaire circulated last August among Melbourne (Australia) listeners by Goldberg Advertising Pty. Ltd., Melbourne agency, indicate that listeners in that Australian city prefer commercial to government broadcasting by a more than ten-to-one ratio. Weekday division of the audience showed 8.2% listening to Class A (government) stations, and 91.8% to Class B (commercial) stations. On Sundays the preference for Class B was even greater, 92.9% as against 7.1% for Class A.

According to government license figures, there are about 216,000 radio homes within a 50-mile radius of Melbourne, which, on a basis of 3.8 listeners per license, gives a total potential audience of something more than 800,000 listeners. Evening listening habits, as indicated by the questionnaire, show Monday to have the largest potential audience, with 99% at their sets, and Saturday the lowest, with 87%. Other days: Tuesday, 97.7%; Wednesday, 97.2%; Thursday, 98.2%; Friday, 88.2%; Sunday, 98.8%. Program preferences, listed in the summary by title and without details of type of program, frequency, etc., mean little to one not familiar with these Australian shows, but it is interesting to note that the favorite by a wide margin is *One Man's Family*, which is broadcast from the American script by an Australian cast on 3XY, Melbourne.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman for basic network station located in good territory. Small sales staff. Excellent opportunity for right man. Write in detail to Box 969, BROADCASTING.

Announcer, copywriter, musically inclined for small, progressive station. Enclose photograph with letter. Box 980, BROADCASTING.

We have an opening on our commercial staff for a hustling, top-notch radio salesman. Station experience necessary. Rapid opportunity for advancement. Replies will be held in strictest confidence. Write to WKAT, Miami Beach, Florida.

Wanted—Commercial manager who wants to get into his own business. Have radio station to lease. Illness only reason. Give character and business references. Box 955, BROADCASTING.

Situation Wanted

Broadcast operator, 7 years experience, now employed, wishes change to different locality. Box 979, BROADCASTING.

Unambitious, lazy, erratic, opinionated radio writer will dump his dubious experience on your plantation at slightest provocation. Box 981, BROADCASTING.

Continuity, publicity writer-editor, experienced, good record, seeks creative program-building post. Box 982, BROADCASTING.

Eastern announcer-newscaster. Three years experience, including continuity, production, dramatics, selling. Single. Box 986, BROADCASTING.

3 years experience program director and announcer. Desire situation as program director and/or announcer. Eastern station. Available immediately. Box 983, BROADCASTING.

Embryo genius, Yale graduate, now writing successful continuity, scripts, commercial copy, desires hard work, low pay, progressive advertising agency, radio station. Box 985, BROADCASTING.

Situations Wanted (Con'td.)

Young man, five years radio work as writer, actor, salesman, etc., now connected with the U. S. Government in producing part of NBC's leading daily network program, would like opportunity to work as announcer anywhere. Box 976, BROADCASTING.

Executive and accountant, formerly employed as assistant general manager, business manager, treasurer and chief accountant of a chain operating ten stations. Desires position of station manager, business manager also willing to supervise accounting. Box 959, BROADCASTING.

Employed engineer desires change. Over three years practical experience as broadcast engineer, newscaster and marine operator. Accurate Transradio. Telephone first, telegraph second licenses. Best references. Box 978, BROADCASTING.

Engineer desires change. College training, ten months small station experience, telephone first and class A amateur tickets. Limited experience copying code and announcing. Single, go anywhere, salary secondary. Box 984, BROADCASTING.

Broadcast operator-engineer, 34, married. 14 years experience. At present employed tropics desire relocate states. Possess first telegraph and first telephone licenses. Copy Transradio. Willing, efficient, accustomed responsibility. Open any broadcast or communication assignment. Box 977, BROADCASTING.

Seeking position with future. Experienced all around announcer, commercial, sports, specialty. Voice recording available. Experienced operator, formerly chief engineer two local stations. Also excellent program man. Available immediately. Best references. 3602 San Pedro, Tampa, Fla.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Court Reverses FCC Again And Points to Lack of Policy

Local Ownership Question Cited; Thoms Denial On 'Character' Issue Remanded to Commission

ANOTHER reversal of an FCC decision denying a new station application was ordered May 9 by the U. S. Court of Appeals for the District of Columbia in the appeal of the Pottsville Broadcasting Co. from the decision denying it a new local daytime station in Pottsville, Pa.

In its opinion the court held the FCC erred in holding that the applicant, Charles D. Drayton, Washington lawyer and president of the company, did not have the financial ability to carry through the project because of an error in connection with procuring consent of the Pennsylvania Securities Commission for authorization to issue stock for the station.

The court reversed and remanded the Commission's decision, which makes reconsideration mandatory. It also went into detail in connection with the FCC conclusion that since Drayton was not a resident of Pottsville and not familiar with its broadcasting needs, the application should be denied. Pointing out that this was a secondary consideration, the court held that the FCC had never established any hard and fast rule on the matter of local residence of an applicant.

Sustained in Wisconsin Case

In an opinion on May 2 the court sustained the FCC in granting a license for a new local station at Superior, Wis., to Fred A. Baxter, the appeal having been taken by KDAL, Duluth, on economic grounds. The court held that KDAL did not attempt to become a party in the application of Baxter before the FCC and that it was not entitled to juridical relief until it had exhausted all administrative remedies. The effect of the opinion was construed as one which in the future may see all aggrieved applicants before the FCC seek reconsideration by that body before taking appeals.

In reviewing the case the court said, without deciding the issues, that KDAL was an interested or aggrieved party; that it was entitled to formal notice of the hearing in the Baxter case and had received no such formal hearing; that it had no actual notice prior to the commencement of the 20-day period allowed for petitioning for rehearing. "However," said the court, "it is indisputable that it did receive actual notice during that 20-day period. It then became its privilege and its duty to petition for a rehearing. A rehearing, under the circumstances assumed, was an available administrative remedy which—it is conceded—applicant did not attempt to use."

At its session on May 9, the court also opened a new legal question in connection with FCC actions when it postponed argument on the appeal of WOW, Omaha, from the FCC decision granting WKZO, Kalamazoo, authority to operate full time on the 590 kc. channel.

The question involved was a petition for reconsideration filed on behalf of WOW, which had not been acted on by the FCC and is still pending. The court held it would like to have argument on the jurisdictional question of whether it has the authority to entertain an appeal before the FCC has finally acted on such motion. It said it would hear arguments both on the merits involved in the WOW-WKZO appeal and on the matter of jurisdiction during its June sessions.

On May 6, the court announced from the bench that the same question had arisen in its consideration in conference of the appeal of WOAI, San Antonio, from a decision of the FCC authorizing a new station in Greenville, Tex. In that case, it developed that the FCC had dismissed the petition for reconsideration filed on behalf of WOAI after the appeal was taken. Presumably, the court will ask for briefs and arguments on that point during its June sessions.

Thoms Case Remanded

Another novel question was remanded to the FCC for further hearing when the court on May 6 issued an order on the application of Harold H. Thoms who was denied a new local station in Asheville, N. C., on grounds of "evidence of lack of that character and qualification required of a licensee." It appeared that Mr. Thoms, publisher of the *Asheville* (N. C.) *Daily News*, had been convicted in a libel action held to be in violation of a North Carolina statute growing out of publication of a story during a political campaign which was not signed as the law required. The Commission in all other respects had found the applicant qualified and a need for the service.

In its order, which was not opposed by the FCC, the court ordered that the case be remanded to the Commission for a further hearing "upon the single issue of appellant's character" and also authorized the Commission to receive and consider "such further and additional evidence upon that issue as may be made available to it."

This order was construed as of significance because it restricts the FCC to consideration of the Thoms application and does not permit it to enlarge the rehearing to include other pending applications for facilities in Asheville. The same question has been raised in an action before the court involving the so-called Heitmeyer-Cheyenne case [BROADCASTING, May 1], in which the court originally reversed the FCC after which the Commission reopened the case "de novo" and served notice not only on Heitmeyer but on two other applicants for facilities who were not parties to the original proceeding.

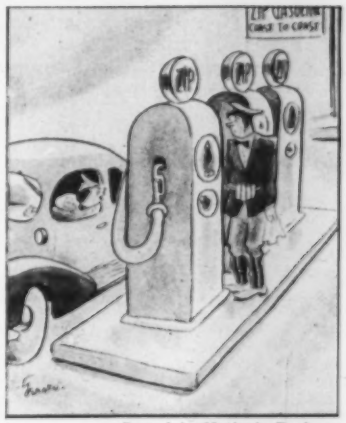
In its decision reversing the FCC in the Pottsville case, the court asserted that it was obvious that both Drayton and the FCC acted wholly in good faith in making the "mutual mistake" about the Pennsylvania Securities Commission sanction of the stock issue. "If, as we think, both Mr. Drayton in his testimony and the Commission in its finding based on his testimony were in error, it would be a silly business to perpetuate the error and permit it to destroy the rights of the applicant in the instant controversy," Chief Justice Groner's opinion stated.

On the question of local residence of an applicant for a station, on which the FCC based one of its grounds for denial, the court said this particular ground for refusal has never been placed before it but that it knew from published reports of the FCC decisions that on the question of the propriety of confining grants of a local nature to local people "the Commission has not given any indication of the adoption of a fixed and definite policy."

Policy Not Uniform

On this score it continued:

If the contrary of this were true, we should be slow to say that the establishment of such a policy would be either arbitrary or capricious. But the policy should be applied with substantial uniformity, and the lack of that uniformity in the past convinces us that the Commission has not sought to lay down a hard and fast rule. As applied here, this ground of refusal was obviously secondary rather than primary. It perhaps would not have influenced the Commission to the point of denying the license, except for what the Commission viewed as the lack of financial ability on the part of the applicant. Considering the record as a whole, and in view of the obvious good faith of the applicant and the subscribers to its stock, of the conclusion of the Commission that the establishment of the station is desirable and in the public interest, and of the manifest error which the applicant led the Commission into making, we think the interests of justice require that the case be sent back to the Commission solely that it may reconsider it. If the Commission should be of opinion, upon reconsideration, that the application ought not to be granted because a stranger to Pottsville has the controlling financial interest in the applicant corporation, and should announce a policy with relation to the grant to local station licenses, confining them to local people, we should not suggest the substitution of another view. But in saying this we are not unmindful of the obvious fact that such a rule might seriously hamper the development of backward and outlying areas. We never have assumed, however, and do not intend now to assume, such supervisory control of questions of policy. We think it perfectly clear it is the intent of the statute that such matters should be left wholly in the hands of the Commission, and our remand in this case should be understood only as growing out of the feeling on our part that the controlling consideration in the Commission's disposition of this case was its erroneous view of the Pennsylvania law and that to perpetuate this error would be wrong.



Gerard in Nation's Business

"Young man, I haven't cared much for your radio program lately."

To Teach Yankees

WHEN the *Western Explorer*, new type fishing boat, set forth from Tacoma early this month for New England to introduce Puget Sound fishing methods to the Northeast, on board was James Peterson, announcer of KVI, Tacoma, going along for a vacation but actually acting as a radioman. He recently secured a third-class radiophone license and will be with the vessel three months. Departure of the ship was a big event for Tacoma, drawing a crowd of 30,000. It was broadcast by Ed Jensen, commercial manager and Jerry Geehan, sportscaster, with Engineer Lewis North at the controls.

Coast Group Gets Tips on Business

Platform for the Promotion Of New Accounts Offered

A PLATFORM for the promotion of new radio advertising business was advanced when the Southern California Broadcasters Association played host to approximately 200 agency executives in Los Angeles, April 28. Keynote of the revenue increase program was sounded by Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., and president of the association who urged closer relations between agencies and broadcasters on the basis that such cooperation might lead to the tapping of heavy advertising sources not educated to radio.

For the most part, Mr. Tyson said, the inclination is to rely on old accounts, which either remain loyal to one station or agency, or shift constantly from one to another, assuring a fairly stable income throughout the local broadcasting structure. He labeled this "contentment factor" as a forerunner of retrogression and proposed that new business be developed both for revenue and as an incentive toward better programs. He also urged that broadcasters accept advertising from only bona fide agencies and eliminate those "percenters" who make a racket out of the agency business.

Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, and an NAB past president, pictured radio as the fourth dimension of advertising. He pointed out that radio as an advertising medium has been subjected to the heaviest criticism and investigation, but had "come through with flying colors".

Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, and Frank M. McKellar, president of the Los Angeles Advertising Club, also gave brief talks. The banquet meeting was the first of several which will be held between broadcasters and agency executives to create better understanding and closer cooperation.

Time's Radio Section

DEVOTING its front cover to a photograph of FCC Chairman McNinch and seven columns to radio news, *Time* Magazine with its May 16 edition introduced its new radio department, edited by Aaron Stein, former radio editor of the *New York Post*. Leading article of the section was devoted to the FCC and the Washington situation. Another topic, apparently to be permanent, was "Programs Previewed," listing advance schedule of nine major network programs for the week beginning May 14. For the most part, the leading article revealed an understanding of radio's problems.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA

Late Personal Notes

VICTOR C. DIEHM, manager of WAZL, Hazleton, Pa., is author of an article on five years of broadcasting by the local Kiwanis Club appearing in the May issue of the *Kiwanis Magazine*.

RAY SWEENEY, of the production department of KMOX, St. Louis, on July 30 will marry Lorraine Grimm, CBS-KMOX singer.

PAUL BUCK and Lloyd Swank, of the Fanchon & Marco St. Louis organization, have joined WIL, that city, as members of the sales department.

RAY C. SHROEDER, after an absence of nearly a year, has returned to WIL, St. Louis, as "Mr. Fixit", to conduct the Civic Service Period of 15 minutes each evening. He deals with civic matters and general information requested by listeners. He left WIL to return to newspaper work, after having inaugurated the "Mr. Fixit" program in 1930.

HOWARD E. WOODARD, former announcer of WTMV, East St. Louis, has rejoined the station. Since last January he was with WCBS, Springfield, Ill.

PAUL WILLS, sports commentator of WTMV, East St. Louis, on April 25 married Madeline Young, well-known singer in the St. Louis area.

PAUL SLOANE, staff engineer of KDKA, Pittsburgh, and Miss Mildred Reuter, former secretary to D. F. Dickson, KDKA general manager, were to be married May 14.

GORDON KAPPER has been named musical director of WPTF, Raleigh, N. C., in connection with the station's expansion of its studio orchestra.

EARL DENHAM, engineer of KOIN, Portland, Ore., is the father of a baby boy born May 6.

COURT ON THE AIR
Chicago Bench Is Upset by Ruling on Discs

RULING THAT a recorded broadcast of court proceedings would make a joke of the court, Chief Justice John Sonsteby of Cook County (Chicago), on May 4 transferred Judge J. M. Braude, who had requested the recordings, from the safety branch of the Municipal Court to a civil jury court. Judge Braude for some time had been broadcasting safety court proceedings, which involved auto drivers charged with reckless driving, on WJJD daily from 11:30 a. m. to noon.

Judge Braude had planned to make a recording of the proceedings from noon till 12:30 and have the record broadcast on an evening hour. Chief Justice Sonsteby pointed out, however, that the use of records might work a hardship on the defendants. "We have no assurance the records would be destroyed, and not rebroadcast at a later date after the defendants had served out their time in jail," he said. "This obviously would be unfair to the defendants."

Judge Sonsteby said that his action was not directed exclusively toward the safety court of Judge Braude. The order applies to all judges and all courtrooms.

"We are just on the borderline when we permit broadcasting from the courtroom," he said. "That practice is permissible in certain courts. But we must draw the line somewhere." Judge Sonsteby said that he would not attempt to interfere with the regular daily broadcasts from the courtroom, since they tended to "extend influence of the court."

Another Chicago court broadcast is that from Judge John Gutnecht's speeder's court broadcast on WIND, Gary, thrice weekly, 10-10:30 a. m.

Wincharger Defers

WINCHARGER Corp., Sioux City, Ia. (wind driven generating equipment), has placed its business with the E. H. Brown Adv. Agency, Chicago. J. B. Allen, agency vice-president, said spot radio would not start until fall. The agency already handles publication advertising of Zenith Radio Corp., Chicago, parent firm of Wincharger. J. Walter Thompson Co., Chicago, handles Zenith's radio advertising.

Hecker in Polish

HECKER PRODUCTS Corp., New York, has started a test campaign of 25 spot announcements in Polish on WBNY, Buffalo, for Force cereal. Series, placed through Erwin, Wasey & Co., New York, and Johnston-Natirbov Co., New York foreign language representatives, will be expanded if the test series proves successful. Johnston-Natirbov has also placed a 13-week series on WMEX, Boston, for Cocoa Marsh Products Co., New York, which calls for three spot announcements daily and a Sunday half-hour program, all in Italian, to advertise the sponsor's chocolate syrup, Cocoa Marsh.

Godfrey for Cremo

AMERICAN TOBACCO Co., New York, on May 17 is to start a test campaign for Cremo cigars on three stations, using Arthur Godfrey twice weekly on WABC, New York, and via discs on WBBM, Chicago, and WEEI, Boston. The program may go network in the autumn. Lawrence C. Gumbinner Adv. Agency, New York, is agency.

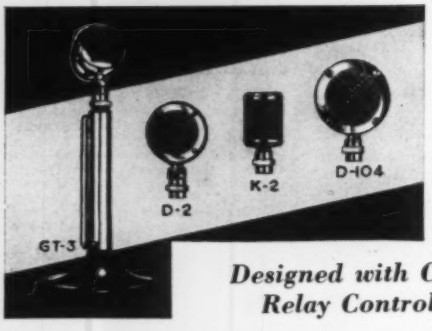
New P & G Soap Test

PROCTER & GAMBLE Co., Cincinnati, is starting test promotion on its new product, Coolwater Ivory Snow. Cut-in announcements are being used at WJAR, Providence, on *The O'Neills*, for Ivory soap, which is heard five days a week on the NBC-Red network. Compton Adv., New York, is agency.

J. FRED COLL, formerly publicity director of WMCA, New York, and afterward with Publicity Associates, has established an organization under his own name in the Hotel McAlpin, New York, to handle radio publicity and production. With him is George McCoy, formerly of Publicity Associates. Among accounts being handled is special contact work for Stack-Goble Advertising Agency in connection with production of the *Energine Radio Newsreel* on NBC.

QUAKER OATS Co., Chicago, introducing a new cereal called "Little Kurnels", has started a quarter-hour sports program for that product on WLS, Chicago, seven night weekly, 7-7:15. Distribution for the present is confined to Chicago. Lord & Thomas is agency.

ASTATIC ★



NEW! Type G DESK STAND

Designed with Convenient Relay Control Switch

In this new and practical desk stand, designed particularly for air-way ground stations, inter communicating systems and amateur use, complete control is placed in the palm of the hand. Slight pressure upon switch bar, attached to standard, operates relay switch for remote control of amplifiers and transmitters through suitable relay systems. Interchangeable socket connector accommodates microphones illustrated. Most practical and convenient stand made. Chrome and black finish. "See it at the Chicago Show."

COMBINATION LIST PRICES

GT-3 Microphone and Stand .....$30.00 GK-2 Microphone and Stand ...$32.50
GD-2 Microphone and Stand ..... 30.00 GD-104 Microphone and Stand ... 27.50
Type G Stand, alone, $10.00

ASTATIC MICROPHONE LABORATORY, Inc. YOUNGSTOWN, O.
Pioneer Manufacturers of Quality Crystal Products

Licensed Under Brush Development Co. Patents

Built to Order for Electric Utilities

MARTHA LANE'S RADIO KITCHEN

40 transcribed 15-minute dramatized home economics episodes featuring a national authority.

Write or wire for folder.

"TO HELP YOU BUMP THE SUMMER SLUMP"

MERTENS AND PRICE, INC.
1240 South Main Street - - - - - Los Angeles, Calif.

"We are in almost dire need of the YEAR BOOK and we certainly get a whale of a lot of good from the magazine."

Monty Mann

DALLAS · NEW YORK

TRACY · LOCKE · DAWSON · INC.

Advertising

MAJESTIC BUILDING
DALLAS, TEXAS

March 3, 1938

Mr. Cate Taylor
BROADCASTING Magazine
Washington, D. C.

Dear Mr. Taylor:

In the stew of making up new schedules, we failed to notice that the January 15th issue was the last issue of BROADCASTING we received. The writer was under the impression that the agency has had a paid subscription to BROADCASTING for some time but upon checking up I find that some individual must have subscribed for the agency without a record of such having been made, and no notice of expiration has been located in our office.

We are in almost dire need of the YEAR BOOK and we certainly get a whale of a lot of good from the magazine. Will you, therefore, please enter a subscription for this agency to start immediately, retroactive to the February 1st issue so our file may not be broken? January 15th is the last issue we have; we want the 1938 YEAR BOOK by all means and we certainly want the 1st and 15th issues of February, as well as the 1st of March which is undoubtedly out by this time.

Thank you and with best wishes, I am

Cordially yours,

TRACY - LOCKE - DAWSON, Inc.

Monty Mann

Monty Mann- Space Buyer

RADIO CLIENTS, TRACY - LOCKE - DAWSON, Dallas

Dr. Pepper Co.
Dr. Pepper Bottlers of N. Texas
Imperial Sugar Co.
Standard-Tilton Milling Co.
A. Harris & Co.
A. Harris & Monnig's
Postex Cotton Mills
The Borden Co. (S. W. Division Plants)

BROADCASTING

Broadcast Advertising

Montana Extension

SETTING aside its recent default order, the FCC on May 4 gave the *Lewistown* (Mont.) *Democrat-News* 30 days from that date to begin construction of the new KDNC, 100 watts night and 250 day on 1200 kc., and ordered that the station be completed within six months of June 4. Authorized for construction in 1936, the station secured frequent extensions of construction permits and, having failed to start building, it was ordered defaulted and set for hearing anew. The May 4 action granted a petition for another extension of time.

I. J. FOX Inc., New York, has been charged by the Federal Trade Commission with allegedly misrepresenting designations of furs and pelts.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

NOTHING TO DO BUT DECIDE

A Station Manager Has It Pretty Soft, Says Glenn Snyder, Who Knows the Ropes

WHEN Glenn Snyder, vice-president and general manager of WLS, Chicago, was interviewed on the station's *Tall Story Club* broadcast from the Eighth St. Theatre April 30, he put in a "plug" for advertisers. Were it not for sponsors, he reminded, stations would not be able to give the public the fine entertainment now on the air.

Citing WLS as an example, Mr. Snyder said the station pays out $250,000 annually on talent, $30,000 annually for rights to broadcast the musical selections, and $20,000 for news service. "It's the advertising that keeps a station going," Mr. Snyder told WLS listeners.

Queried by Pokey Martin as to just what a station manager does with his time, Mr. Snyder said: "Nothing—except to decide what is to be done; to tell somebody to do it; to listen to reasons why it should not be done, why it should be done by somebody else, or why it should be done in a different way, and to prepare arguments in rebuttal that shall be convincing and conclusive.

"To follow up to see if the thing has been done; to discover that it has not been done, to inquire why it has not been done; to listen to excuses from the person who should have done it and did not do it; and to think up arguments to overcome the excuses—

"To follow up a second time to see if the thing has been done; to discover that it has been done but done incorrectly; to point out how

GLENN SNYDER
Hero—with hair

it should have been done; to conclude that as long as it has been done, it might as well be left as it is; to wonder if it is not time to get rid of a person who cannot do a thing correctly; to reflect that the person in fault has a wife and seven children, and that certainly no other station manager in the world would put up with him for a moment; and that, in all probability, any successor would be just as bad or worse—

"To consider how much simpler and better the thing would have been done had he done it himself in the first place; to reflect sadly that if he had done it himself he would have been able to do it right in 20 minutes, but that as things turned out he himself spent two days trying to find out why it was that it had taken somebody else three weeks to do it wrong; but to realize that such an idea would have a highly demoralizing effect on the organization, because it would strike at the very foundation of the belief of all employes that an executive has really nothing to do."

BLILEY CRYSTALS

Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 Kc. to 30 Mc. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by FREE & PETERS

Roster of Serials Radically Changed

P & G and General Mills Shift Time of Panel Programs

ANOTHER DAY of confusion for faithful followers of Procter & Gamble and General Mills serials comes up May 30, when General Mills moves its afternoon hour of five programs from CBS to NBC, and P & G moves two programs from NBC to CBS, drops two now on CBS and moves one from CBS to NBC, as well as changing times of others.

The General Mills schedule on a split NBC basic network of 29 stations, will run from 2 to 3 p. m. Monday through Friday, as follows: *Betty & Bob*, 2-2:15; *Arnold Grimm's Daughter*, 2:15-2:30; *Valiant Lady*, 2:30-2:45; *Hymns of All Churches*, 2:45-3 on Monday, Tuesday and Thursday; and *Betty Crocker* at the same time on Wednesday and Friday. The first two programs are placed by Blackett-Sample-Hummert, Chicago, and the others by Knox-Reeves Adv. Co., Minneapolis.

For P & G, *Vic & Sade*, now on NBC-Red at 3:30-3:45 p. m., moves to CBS at 1:15-1:30 p. m.; and *Gospel Singer*, now on NBC-Blue at 11:45-12 noon, moves to CBS at 1:45-2 p. m. *Kitty Keene*, which is now heard on CBS at 12:15-12:30 p. m. in the West, at the same time that *The Goldbergs* are on in the East, moves to NBC-Red at 12:15-12:30 p. m., still heard only in the West, while *The O'Neills* will continue at that time on NBC-Red in the East. *Ma Perkins*, now on CBS at 2-2:15 p. m., and *The O'Neills*, now at 2:15-2:30 p. m., will go off the air. The new CBS schedule will be as follows: *The Goldbergs*, for Oxydol, 1-1:15 p. m.; *Vic & Sade*, for Crisco, 1:15-1:30 p. m.; *Road of Life*, for Chipso, 1:30-1:45 p. m.; *Gospel Singer*, for Ivory soap, 1:45-2 p. m. Thus, instead of the present arrangement of five shows in four quarter-hour periods, there will now be four shows in one full hour.

NBC's schedule for P & G on the Red network will be as follows: *Road of Life*, for Chipso, moves from 4:45-5 p. m. to 11:45-12 a. m.; *O'Neills* for Ivory now heard on eastern stations at 12:15-12:30 p. m., will remain in that spot while *Kitty Keene* for Dreft from CBS, will be heard at the same time in the West; *Story of Mary Marlin* for Ivory flakes, moves from 4:15-4:30 p. m. to 3-3:15 p. m.; *Ma Perkins*, Oxydol, moves from the Red, 3:15-3:30 p. m., to the Blue, 10:45-11 a. m.; *Pepper Young's Family* for Camay, moves from 3-3:15 p. m. to 3:30-3:45 p. m.; *Guiding Light*, for White Naphtha soap, remains at 3:45-4 p. m.

On the Blue, *Story of Mary Marlin*, Ivory flakes, remains at 11-11:15 a. m.; *Pepper Young's Family*, for Camay, moves from 11:15-11:30 a. m. to 11:30-11:45 a. m.; *Vic & Sade*, for Crisco, moves from 11:30-11:45 a. m. to 11:15-11:30 a. m.

FORD MOTOR Co., Dearborn, Mich., whose *Sunday Evening Hour* goes off CBS on June 5, is expected to return in the fall, although no contracts have been signed. Agency is N. W. Ayer & Son, Detroit.

The Other Fellow's Viewpoint . . .

Source of Quiz

EDITOR, BROADCASTING:

Debunking seems to be a trend of the times and while we do not approve of it as a steady diet, we would like to present a few facts and thus save our face from embarrassments resulting from a wrong impression.

Certain feature articles in newspapers and magazines accredit the innovation of question and answer programs to our very capable and interesting *Prof Quiz*. The impression is made that the "Prof" was conscripted to develop a radio program from questions and answers and his current program is the result. If the stories had stopped at that point and had not alluded that this program was the original Q. and A. production and that all others, naming some 80 or 90, were imitations, we would have little feeling in the matter, but under the circumstances, we'd like to state a few facts:

The writer produced a question and answer game on KMTR in Hollywood in 1927, for Winslow B. Felix, Chevrolet dealer. It ran nine months and was renewed for another 13 weeks the following year.

The same program ran on KPRC in Houston, Texas, in 1933.

At WSGN, Birmingham, in the winter of 1934, a new set-up of questions and answers was formulated and the production called *Memory Baseball*. In the following fall, it was adapted to football and called *Memory Football*. The game involves competitive team action in the studio. The routine has been copyrighted and it is syndicated.

Memory Baseball began production on KWKH in the fall of 1936 and is now being sponsored, in its second year, by the Arkansas Fuel Oil Co.

It is to the commercial managers throughout the country who have received information about *Memory Baseball* that we wish to convey the assurance, through the courtesy of BROADCASTING, that this feature is not one of the so-called 80 or 90 imitations of *Prof Quiz*.

Incidentally, even with our 1927 production of a question and answer radio program, we feel that, perhaps, somewhere, someone may have preceded us and if so, it would be interesting to know about it.

EDWARD MURPHY,
KWKH-KTBS,
Shreveport, La.

Three Fires in a Month At NBC, San Francisco

FIRE struck three times at the NBC offices in San Francisco in less than a month. The first blaze, April 15, damaged the offices of the audience mail department and the office of Arthur Garbett, the NBC's Western Division Educational Director [BROADCASTING, May 1].

A week later a second blaze started in the same offices while workmen were repairing the damage done by the first fire. The latter fire, however, was extinguished with minor damage. It was started from a hand-torch being used by a workman to remove varnish. Firemen broke a huge stained-glass window in the office of Lloyd E. Yoder, San Francisco manager of NBC.

The third fire occurred on the evening of May 5 in the offices of Curtis Peck, NBC chief engineer. More than $500 damage was done to his offices. The walls, ceiling and floors were ruined, as well as furniture, an expensive radio set and other equipment and furnishings. The blaze was believed to have started from defective wiring in the office. It was confined to Peck's quarters on the 22nd floor of the Hunter-Dulin Bldg., where NBC is housed.

THE CBS summer symphony series, *Everybody's Music*, enters its third season on May 15. Howard Barlow directs the Columbia Symphony Orchestra, with Henry M. Neeley as commentator.

Goose Hangs High

THE other night a bird struck and was caught on the 200-foot tower of KDLR, Devils Lake, N. D. Local hunters speculated wildly on the bird's identity during the two days that it hung from the tower. Two game wardens, using field glasses, officially pronounced it a Canadian Blue Goose. A couple of kids climbed the antenna, pushed the bird with a stick, and when it plunked on the ground, behold a Hell-Diver! Bert Wick, KDLR manager, says he hasn't seen the game wardens since.

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street
New York City

LINGO has introduced a new realization of ANTENNA

- Performance
- Efficiency
- Low Cost

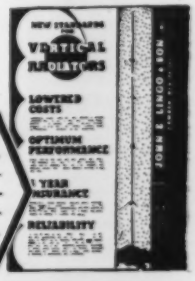
This is important news to every station owner or manager . . . be sure to read it!

• *"Please let me have your entire story of antenna efficiency and economy"*. Such a statement is typical of the many inquiries we constantly receive about Lingo Vertical Tubular Steel Radiators. For here is an achievement in antenna design that offers a new performance value never before attained by any radiator.

• Actual field and working tests made by noted radio engineering authorities, against the conventional type of antenna prove the outstanding superior performance characteristics of Lingo Tubular Steel Radiators.

• *Get the facts in writing today!* Let us show and prove to you that Lingo Tube Radiators give *within 3% of 100% efficiency!* Let us explain how *savings up to one-half* have been effected by our *single responsibility* of constructing and *erecting*. Learn how our forty years of experience and reliability . . . and our exclusive *five-year guarantee* protect your investment.

Write for this folder today



Free The entire amazing story of Lingo Vertical Tubular Steel Radiators. Today—write for your copy of our brochure—"NEW STANDARDS FOR VERTICAL RADIATORS". Gladly sent to executives and engineers.

John E. Lingo & Son, Inc. *Est. 1897* **Camden, N. J.**

LINGO
VERTICAL
TUBULAR STEEL
RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

APRIL 30 TO MAY 13, INCLUSIVE

Decisions . . .

MAY 2

MISCELLANEOUS — NEW, Madison Bcstg. Co., Madison, Wis., granted continuance oral argument; NEW, Inland Empire Bcstg. Co., Pasco, Wash., granted pet. accept written appearance and take depositions; WTBO, Cumberland, granted continuance oral argument on applic. transfer control; NEW, Monocacy Bcstg. Co., Rockville, Md., granted continuance hearing 6 months.

MAY 3

WSJS, Winston-Salem, N. C.—Dismissed without prejudice applic. change 1310 to 900 kc, increase to 1-5 kw directional N.

MISCELLANEOUS—KID, Idaho Falls, granted license for CP increase D 1 to 5 kw; WFIL, Philadelphia, granted mod. CP and license change equip.; WGRM, Grenada, Miss., granted license for CP change location and call letters from WMFN, Clarksdale; WGIL, Galesburg, Ill., granted mod. CP change trans. site etc. 1500 kc 250 w D.

MAY 4

KDB, Santa Barbara, Cal.—Granted invol. transfer control to executors of Don Lee estate.

KGHL, Billings, Mont.—Granted transfer control to Charles O. Campbell.

SET FOR HEARING—KTOK, Oklahoma City; WBLK, Clarksburg, W. Va.; WEDC, Chicago, CP increase power from 100 to 250 w D.; WHJB, Greensburg, Pa., CP move trans., install directional antenna, increase time to unl. using directional ant. N; KSEI, Pocatello, Id., CP install directional antenna, change freq. from 900 to 600 kc., increase to 1 kw N; KMED, Medford, Ore., CP amended install new equip., increase power to 1 kw.; WMFD, Wilmington, N. C., CP amended move trans. site, install vert. radiator, increase power to 100 w N, 250 w D, unl.; WDBO, Orlando, Fla., Mod. license increase to 5 kw N; WJIM, Lansing, Mich., vol. assign license from Harold F. Gross to WJIM Inc.

MISCELLANEOUS — WNBZ, Saranac Lake, N. Y., reconsidered and granted applic. for renewal of license; WMBG, Richmond, Va., denied pet. for order of revocation of license of WLBG and dismissed answer to pet. filed by WLBG; KDNC, Lewistown, Mont., granted mod. CP extending commencement date to 30 days from 5-4 and completion date six months; WSYR, Syracuse, granted auth. intervene applic. Sentinel Bcstg. Corp., Salina, N. Y.; KFEL, Denver, granted auth. intervene applic. of F. W. Meyer, Denver; NEW, Cuyahoga Valley Bcstg. Co., Warren, O., granted motion dismiss applic. CP 1200 kc 100 w unl. without prejudice; NEW, F. W. Meyer, Denver, granted auth. take depositions; NEW, Pontiac Bcstg. Co., Pontiac, Mich., granted auth. take depositions new station 1100 kc., 1 kw. D.

MAY 6

MISCELLANEOUS—WSFA, Montgomery, Ala., granted auth. postpone hearing mod. license; WMFR, High Point, N. C., granted continuance oral argument to 5-26 on applic. increase to unl.

MAY 9

MISCELLANEOUS — WHJB, Greensburg, Pa., denied amended petition consolidated hearing with Sentinel Bcstg. Corp., Salina, N. Y., granted continuance Sentinel hearing; NEW, Roberts-MacNab Co., Livingston, Mont., granted continuance hearing; KATE, Albert Lea, Minn., granted auth. take depositions; WRR, Dallas, granted auth. intervene applic. Eugene DeBogory, Dallas; WFIL, Philadelphia, granted continuance to after Sept. 1 hearing on applic. increase power; KTEM, Temple, Tex., granted auth. withdraw without prej. applic. mod. license; KNX, Los Angeles, granted auth. withdraw without prej. applic. 500 kw; NEW, Rock Hill Bcstg. Co., Rock Hill, S. C., granted auth. withdraw without prej. applic. CP 1310 kc 100 w D.

MAY 10

MISCELLANEOUS—WWJ, Detroit, extension temp. auth. 5 kw N; WBNO, New Orleans, granted license for CP change trans., radiator; WOSU, Columbus, granted license for CP move trans., new radiator.

MAY 11

WPEN, Philadelphia—Granted mod. license directional D only.

WGRC, New Albany, Ind.—Granted invol. transfer control to Charles Lee Harris.

SET FOR HEARING—KID, Idaho Falls, Id., mod. license 1320 to 630 kc; WLVA, Lynchburg, Va., CP amended to 1390 kc 250 w-1 kw; WEST, Easton, Pa., mod. license to unl.; WKBO, Harrisburg, Pa., mod. license to unl.; WDEL, Wilmington, Del., mod. CP increase to 500 w 1 kw D; NEW, Sumter Radio Bcstg. Co., Sumter, N. C., CP 1420 kc 250 w D; WMMN, Fairmont, W. Va., renewal to 9-1-38; WBBZ, Ponca City, Okla., renewal license.

MISCELLANEOUS—NEW, Food Terminal Bcstg. Co., Cleveland, granted reargument; WPEN, Philadelphia, mod. license unl. 1 kw directional N; WBAA, W. Lafayette, Ind., retired to closed files applic. change hours; KVOD, Denver, granted pet. intervene applic. F. W. Meyer, Denver; KFIO, Spokane, granted pet. accept answer re applic. KSL; WFQD, Anchorage, Alaska, granted auth. take depositions; WDNC, Durham, N. C., granted continuance oral argument 30 days from 5-12-38.

MAY 12

MISCELLANEOUS—WHEF, Kosciusko, Miss., granted continuance hearing; KRKO, Everett, Wash., granted auth. take depositions; WOC, Davenport, Ia., granted auth. withdraw applic. CP 1230 kc. 250 w 1 kw. unl. without prejudice; KYW, Philadelphia, same except 50 kw.

MAY 13

NEW, Summit Radio Corp., Akron—Denied CP 1530 kc 1 kw unl.

WRVA, Richmond, Va.—Granted CP 50 kw unl.

NEW, Dallas Bcstg. Co., Dallas; NEW, Richard S. Gozzaldi etc., Dallas; NEW, A. L. Chilton, Dallas; NEW, Centennial Bcstg. Corp., Dallas—Dallas Bcstg. Co. denied CP 1500 kc 100 w D; Richard S. Gozzaldi denied CP same freq.; A. L. Chilton denied CP 990 kc 1 kw D; Centennial Bcstg. Corp. denied CP 1500 kc 100 w D.

WMFJ, Daytona Beach, Fla. — Denied mod. CP to 1240 kc 1 kw unl.

NEW, Fall River Herald News Pub. Co., Fall River, Mass.—Denied CP 1210 kc 100-250 w unl.

KTUL, Tulsa—Granted CP increase to 1 kw 5 kw D.

NEW, Curtis Radiocasting Corp., Indianapolis; WKBV, Richmond, Ind.—Curtis Radiocasting Corp. denied CP 1500 kc 100-250 w spec.; WKBV granted unl. time.

NEW, Sam Houston Bcstg. Assn., Huntsville, Tex.—Granted CP 1500 kc 100 w D.

WACO, Waco, Tex.—Granted CP increase D to 250 w.

WIBG, Glenside, Pa. — Denied increase 100 w D to 5 kw ltd.

WKOK, Sunbury, Pa. — Denied applic. unl. time as in default.

KOOS, Marshfield, Ore.—Applic. vol. assign. license to KOOS Inc. granted.

NEW, Fred M. Weil, Grand Coulee, Wash.—Denied CP 1420 kc 100-250 w unl.

NEW, Cumberland Bcstg. Co., Portland, Me.; Twin City Bcstg. Co., Lewiston, Me.; Philip J. Wiseman, Lewiston; Cape Cod Bcstg. Co., Barnstable, Mass.; George M. Haskins, Hyannis, Mass.; Arthur E. Seagrave, Lewiston, Me.—Cumberland Bcstg. Co. denied CP 1210 kc 100 w unl.; Twin City Bcstg. Co. granted CP 1210 kc 100 w unl.; Philip J. Wiseman, Lewiston, denied CP 1210 kc 100 w unl.; Cape Cod Bcstg. Co. granted CP 1210 kc 100-250 w; George M. Haskins, denied CP 1210 kc 100-125 w; Arthur E. Seagrave denied CP 1420 kc 100-250 w.

MISCELLANEOUS — NEW, Paul R. Heitmeyer, Cheyenne, Wyo., granted extension time to file appearance; WQDM, St. Albans, Vt., granted continuance 30 days; KELA, Chehalis, Wash., granted auth. take depositions; NEW, Pontiac Bcstg. Co., Pontiac, Mich., granted supplemental request take depositions.

Examiners' Reports . . .

NEW, Kentucky Bcstg. Corp. (D. E. Kendrick), Louisville—Examiner Bramhall recommended (I-635) that applic. CP 1210 kc 100-250 w unl. be granted.

Applications . . .

APRIL 29

NEW, Richland Inc., Mansfield, O.—CP 1370 kc 250 w D.

KIUN, Pecos, Tex.—Mod. license 1420 to 1370 kc.

MAY 5

WMFF, Plattsburg, N. Y.—CP change 1310 kc 100-250 w to 1240 kc 1 kw.

WFBR, Baltimore—Exp. auth. satellite station in Frederick, Md.

WGAR, Cleveland—License for CP as mod.

WOMI, Owensboro, Ky.—Mod. license 1500 to 1200 kc.

WICA, Ashtabula, O.—Vol. assign. license to WICA Inc.

WSMB, New Orleans—Mod. license eliminate directional D.

KVOS, Bellingham, Wash.—CP new trans. antenna.

MAY 9

NEW, Midnight Sun Bctsg. Co., Fairbanks, Alaska—CP 610 kc 1 kw unl.

NEW, Kingston Bctsg. Corp., Kingston, N. Y.—CP 1510 kc 100 w D, amended re equip., corporate structure.

KGKO, Fort Worth—License for CP as mod.

WBRC, Birmingham — Auth. transfer control from Eloise H. Smith (now Hanna) as executrix to Eloise H. Hanna.

WCAL, Northfield, Minn.—License for CP as mod. change freq., equip. etc.

KLS, Oakland, Cal.—CP new trans., increase 250 to 500 w.

KIEM, Eureka, Cal. — Auth. transfer control to Wm. B. Smullin.

MAY 10

NEW, Evening News Assn., Detroit—CP facsimile.

WSFA, Montgomery, Ala.—License for CP as mod. new trans., antenna.

KLUF, Galveston—CP new antenna, D to 250 w, move studio, trans.

WLB, Minneapolis—License for CP as mod. new trans, change freq., increase power.

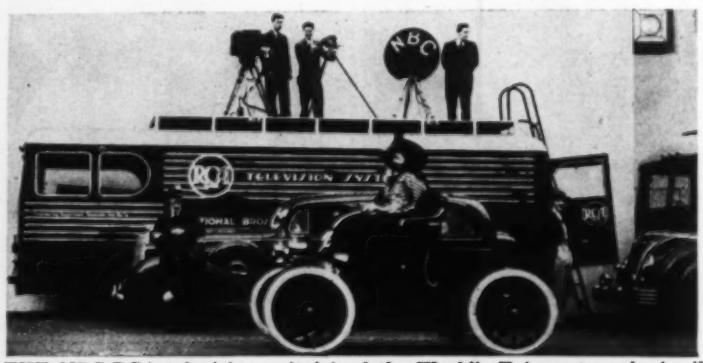
NEW, M & M Bcstg. Co., Marinette, Wis.—CP 570 kc 250 w D.

MAY 12

Mutual Bcstg. System—Extension auth. transmit programs to CKLW and other Canadian stations.

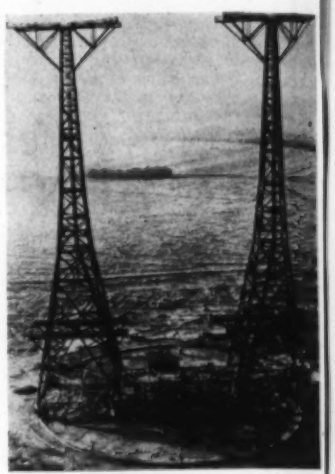
KWLK, Longview, Wash. — License for CP as mod. new station.

KGIR, Butte, Mont.—Mod. license D to 5 kw.



THE NBC-RCA television unit joined the World's Fair motorcade April 30 in New York, and contrasts with the early make of motor cars in the foreground. NBC engineers on the roof simulated television broadcasting.

ROTATING TOWERS
Dutch Station Has a Novel Antenna System



A ROTATING antenna built on a bridge which rests on eight cars that travel around a broad gauge railroad track is the outstanding feature of PCJ, Dutch international shortwave station on 15220 kc., 50,000 watts. The towers weigh 36 tons and are 200 feet high. The steel bridge weighs 95 tons. The antenna was placed in operation in 1937 on the 10th anniversary of PCJ's world-wide shortwave service.

Holland's broadcasting system is unique, with domestic broadcasting being operated by listeners. There is no tax on receiving sets and stations sell no time. They are supported by voluntary public contributions to five radio societies which devote most of their funds to program production, according to Edward Startz, station manager and chief announcer of PCJ and PHI, Huizen, who is presently studying broadcast technique in the United States. Mr. Startz broadcasts in seven languages and is heard by shortwave listeners in America on Wednesday evenings.

Longwave stations in Holland are Radio Kootwijk, operated by the government, and Radio Hilversum, owned by Philips Radio, while shortwave stations include PCJ and PHI. Time on the domestic stations is allocated to the societies according to their size and subscriptions.

CBS Declares Dividend

A CASH dividend of 25 cents per share of Class A and B stock of $2.50 par value was declared by CBS at a board meeting on May 11. Dividend is payable on June 10 to stockholders of record at close of business on May 27. Reduction in dividend from the last 40-cent quarterly rate is explained by company's policy of financing expansion, which has recently called for sizable capital expenditures, out of earnings and its desire to maintain its cash position.

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

R. L. WATKINS Co., New York (Dr. Lyons' toothpowder), on June 6 starts *Alias Jimmy Valentine* on 24 NBC-Blue stations, Mon., 7-7:30 p. m., EDT (repeat 11-11:30 p. m.) Agency: Blackett-Sample-Hummert, N. Y.

P. LORILLARD & Co., New York (Sensation cigarettes) on May 17 starts *Don't You Believe It* on 24 Don Lee and 5 McClatchy stations, Tues. and Thurs., 9:45-10 p. m. EDT. Agency: Lennen & Mitchell, N. Y.

WYETH CHEMICAL Co., New York (Freezone), on May 5 started *John's Other Wife*, on 10 NBC-Red stations, Mon. thru Fri. 10:15-10:30 a. m., formerly sponsored by Affiliated Products, New York. Agency: Blackett-Sample-Hummert, N. Y.

LEWIS-HOWE Co., St. Louis (Tums), on May 6 started *The Rural Mail* (8:30-8:45 p. m.) on Texas Quality Network (WFAA-WBAP, WOAI and KPRC), for 13 weeks. Agency: H. W. Kastor & Sons Adv. Agency, Chicago.

PENNSYLVANIA Publicity Commission, Harrisburg, will sponsor *Pennsylvania on Parade* on CBS for two broadcasts, June 9 and June 16 at 10-10:15 p. m. Agency: Walker & Downing, Pittsburgh.

JOE LOWE Corp., New York (Popsicle), on May 26 started for 13 weeks, *Popeye the Sailor Man*, transcribed, on 26 Mutual-Don Lee Pacific Coast stations, Mon., Wed., Fri., 6-6:15 p. m. (PST). Agency: Blackett-Sample-Hummert Inc., N. Y.

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler cigarettes), on May 7 starts for 13 weeks *Plantation Party* on 2 Mutual stations (WGN, WLW), Sat., 10:30-11 p. m. Agency: Russell M. Seeds, Chicago.

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia, tablets), on June 6 starts *Back Stage Wife* on 7 NBC Pacific stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

HOLLAND FURNACE Co., Holland, Mich., on May 14 sponsored broadcast of Holland Tulip Festival on 72 CBS stations, Sat., 2-2:30 p. m. Agency: Ruthrauff & Ryan, Chicago.

Renewal Accounts

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on July 1 renews for 26 weeks *Paul Whiteman* on 81 CBS stations, 8:30-9 p. m., EDT. Agency: Newell-Emmett, N. Y.

PACIFIC COAST Borax Co., New York, on May 17 renews for 52 weeks *Death Valley Days* on 5 NBC-Pacific stations (KPO KFI KGW KOMO KHQ), Tues., 9-9:30 p. m., PST. Agency: McCann-Erickson, N. Y.

COCA-COLA Co., Atlanta, on May 6 renewed for 13 weeks *Song Shop* on 95 CBS stations, Fri., 10-10:45 p. m. Agency: D'Arcy Adv. Co., St. Louis.

FIRESTONE TIRE & Rubber Co., Akron, on June 6 renews for 52 weeks *Voice of Firestone* on 77 NBC-Red stations, Mon., 8:30-9 p. m. (repeat 11:30-12). Agency: Sweeney & James, Cleveland.

FEASTING on fried chicken was Phil Merryman, of NBC station relations, as the candid camera snapped him during the buffet luncheon given by the Advertising Club of Fort Worth on the occasion of the opening of the new studios of KGKO. Station, moved from Wichita Falls, began operation May 1 but holds its formal dedication May 18 with a three-hour show on the stage of the Will Rogers Coliseum, part of which will be fed to NBC-Blue.

Network Changes

GENERAL FOODS Corp., New York (Grape-Nuts), for *Burns & Allen* on May 2 added WGBF to its NBC-Red network, will add WORK on May 23, and KANS and KTHS join the repeat broadcast at a later date. Agency: Young & Rubicam, N. Y.

ALLIS-CHALMERS Mfg. Co., Milwaukee (tractors), on May 1 added KMA, Shenandoah, for *Family Party*, on 27 NBC-Blue stations, Sat., 9:30-10 p. m., CDT. Agency: Bert S. Gittins, Milwaukee.

ADAM HAT Stores, New York, have added KTOK, KGKO, and WMFF for fight broadcasts on 38 NBC-Blue stations, Fri., 10 p. m. Agency: Glicksman Adv., N. Y.

FIRESTONE TIRE & Rubber Co., Akron, on May 2 added KTHS and on May 9 added KSOO and KOB, for *Voice of Firestone*, formerly on 78 NBC-Red stations.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on July 6 drops the second half-hour of *Town Hall Tonight*, now on 44 NBC-Red stations, Wed., 9-10 p. m., and moves into latter spot *For Men Only* (for Vitalis), now on 6 NBC-Red stations, Mon., 10:30-11 p. m. Agencies Young & Rubicam, N. Y. for Ipana, Sal Hepatica; Pedlar & Ryan for Vitalis.

LAMBERT PHARMACAL Co. on May 17 adds WFIL and KSTP for *True Detective Mysteries*, on Mutual.

CUMMER PRODUCTS Co. on May 23 adds 4 McClatchy stations for *Vox Pop* on 30 NBC-Red.

EXPERTS ON SPOT

NBC Program Reverses the Quiz Procedure

CLIFTON FADIMAN, literary critic of *The New Yorker*, will be master of ceremonies on *Information, Please*, to be heard each Tuesday evening on NBC-Blue, starting May 17. Four well-known personalities will serve on a board of experts which will endeavor to answer all questions put to it by the audience.

The board consists of Franklin P. Adams, writer; Prof. Harry Allen Overstreet of the philosophy department, College of the City of New York; Marcus Duffield, day news editor of the *New York Herald-Tribune*; and Bernard Jaffee, writer and head of the physical science department of Bushwick High School.

A board of editors will pass on questions submitted, and those accepted will be paid for at the rate of $2 each; for each question the experts fail to answer there will be further payment of $5.

General Foods Acquires Al Pearce for Autumn

GENERAL FOODS Corp., New York, will sponsor *Al Pearce & His Gang* in a network series this fall. Product, time and stations lineup are as yet undetermined, but probability is that Pearce will go into the 8-8:30 p. m. Monday spot on NBC-Red, replacing *Burns & Allen*, who make their last broadcast for Grape Nuts on Sept. 26 after which they will begin a new series under sponsorship of Liggett & Myers Tobacco Co., New York (Chesterfield cigarettes).

Contract between Pearce and General Foods was signed May 11, following a series of negotiations between the star and executives of American Tobacco Co., which is said to have planned to feature Pearce and his company in a full hour program on NBC-Red opposite the Lux Radio Theatre on CBS. Following the sign-off of Pearce's *Watch the Fun Go By* series on June 28, its sponsor, Ford Motor Co., will have no program on the air for the first time in nearly four years. However, Ford is expected to resume in the fall its *Sunday Evening Hour* series, which goes off for the summer after the broadcast of June 5. Agency for General Foods is Young & Rubicam, New York; for Ford, N. W. Ayer & Son, Philadelphia.

KYW Plans Ceremonies To Dedicate New Studios

NEW STUDIOS of KYW, Philadelphia, at 1619 Walnut St. will be dedicated May 19 during a series of special broadcasts a part of which will be aired on NBC-Red network. Using as theme the famous kite experiment of Benjamin Franklin to symbolize America's progress in electrical engineering, a mammoth kite will be flown from the new KYW building. A golden key will officially unlock the new studios and carrier pigeons will fly to Washington with greetings for FCC Chairman McNinch, to New York with greetings to NBC President Lenox Lohr.

A formal dedicatory program will be given at the Ritz Carlton Hotel May 21 with hundreds of prominent guests. The program will include Frank Black, NBC musical director, and Lucille Manners, NBC singer. Leroy Miller, KYW announcer of its musical clock, will interview the postman who delivers the first mail to the new studios. Leslie Joy, KYW manager, on May 6 presented four gold medals to eyewitnesses of last year's *Hindenburg* crash who spoke on KYW and NBC from the scene of the disaster.

New Morrell Product

JOHN MORRELL Co., Ottumwa, Ia., has started participation on the *Martha Deane* program on WOR, Newark, for its new Morrell's E-Z Cut Ham. Quarter-hour live shows are planned on stations in Iowa, Nebraska, Missouri and Kansas, to start sometime in June, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

Two Way Communication

List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division

UNIVERSAL MICROPHONE CO., LTD.,

424 Warren Lane, Inglewood, Calif., U.S.A.

"The Crystal Specialists Since 1925"

SCIENTIFIC

LOW TEMPERATURE

CO-EFFICIENT CRYSTALS

Approved by FCC

Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific RADIO SERVICE

124 JACKSON AVENUE

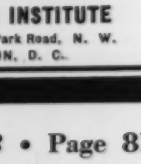
University Park

HYATTSVILLE, MARYLAND

GOOD MEN IN RADIO HAVE GOOD JOBS

There is a real opportunity now for ambitious men already in the radio field. But, you need something more than "good intentions." It means TRAINING NOW. Equip yourself to be able to accept the many opportunities that await men with modern training. We have the plan. Our booklet "A Tested Plan for a Future in Practical Radio Engineering" tells all. It's yours for the asking.

SEND FOR FREE BOOKLET



CAPITOL RADIO ENGINEERING INSTITUTE

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WASHINGTON, D. C.

FOR YOUR NEW STUDIOS—

Choose

—Gates Speech Equipment

MORE THAN 100,000 entries were submitted during the first month of the contests on *Royal Crown Revue*, heard on Fridays on NBC-Blue network under the sponsorship of Nehi Inc., Columbus, Ga., for Royal Crown cola. Prizes totaling $2,000 are awarded weekly for the best sentences completing the statement "I like Royal Crown cola because." One metal bottle cap is required with each entry. In addition to response from consumers, the contest has won approval of Royal Crown bottlers and dealers, as a stimulus to sales.

H. R. Mott, president of Nehi, announces the first-quarter sales were approximately 35% higher than for the same period last year. By months, the increases were, over last year, 35% in January, 27% in February, and 42.8% in March. With an advertising expenditure 60% greater than 1936, the company's sales increased substantially in 1937, and net profits were 82% greater than in the previous year.

Details of the Royal Crown contest and names of the 11 major winners are announced each week by Graham McNamee. Tim and Irene are featured on the program, with George Olsen's orchestra. Agency is James A. Greene & Co., Atlanta.

* * *

Going to Town

STORY of how a food manufacturer introduced a new product on a quarter-hour children's program is told through cartoons in a brochure called "Going to Town, a Cereal Story" recently published by WLS, Chicago. The morning program began in 1935 and with WLS the sole advertising medium, 64 distributors were signed the first week. To date $100,000 in retail sales are traceable to WLS through letters containing proofs of purchase, according to the brochure.

FLASHING the call letters of WHO, Des Moines, not only in letters but in International Morse code is this neon sign on the building housing the offices and downtown studios of that station. Automatic flashes above carry the dot-dash-dash, dot-dot-dot-dot and dash-dash-dash that spell out the call letters while the "WHO" gleams constantly.

Merchandising & Promotion

Crown Likers—Whoppers—Where Gold Is Found—Tickets for Games—Bit of Studio—Tour Data

Murmuring Pines

SMALL pine trees are being shipped to advertisers and agencies by WCCO, Minneapolis, in a summer promotion campaign to emphasize that "$70,000,000 in vacation money will be spent this summer in Minnesota." The attached card carries a picture of a lake with the cutline, "As softly as the murmuring pines, may we remind you on the eve of summer schedules that this money will be spent in Minnesota, the land of WCCO."

* * *

The Biggest Yet

BIGGEST promotion piece of the year is NBC's *428 Reasons*, which, folded once, measures about 19x27 inches. The center spread lists "381 reasons for bigger and better" service, which are the improvements made by stations last year. The back page gives 47 more reasons, which are the nine stations newly available to the Blue network; three stations newly available to the Red network; and 35 stations newly available to either network.

* * *

WHIP Contest

ORANGE and blue car cards in Chicago elevated trains and Illinois Central suburban coaches are used by WHIP, Hammond, Ind., to advertise a contest which is a part of its nightly baseball program. During the recreation of the Cubs and White Sox games, key words are announced and contestants send in the key words with a station slogan. Winner gets a free plane trip to Dallas.

* * *

Voucher

DESIGNED like a voucher to indicate the $450,000 recently spent for new studies and transmitter, WRC-WMAL, Washington, have issued a novel promotion piece which lists a series of popular local programs ready for sponsorship. The "check" is drawn on the "Bank on the Best in Broadcasting" and is "for the use and benefit" of advertisers.

* * *

Radiogram

DESIGNED for delivery of important information and data to agencies and advertisers, WLS, Chicago, has created the "WLS Radiogram" by arrangements with Postal Telegraph. Similar in appearance to an ordinary telegram, the radiograms are delivered by Postal messengers. They help get our message across, says WLS.

* * *

WENR-WLS Teamed

NBC-Chicago has issued its first promotional piece which advertises both WENR and WLS, Chicago. Theme of the new brochure is: "It's the station with the programs that gets the listeners." Photos of internationally famous broadcasts which have been carried by the two stations recently are included in the booklet.

* * *

Buck Certificates

MERCHANDISING certificates of $1 are given participants in man-on-the-street broadcasts conducted by Stan Corley on WHIP, Hammond, Ind., under sponsorship of the Hurwich Furniture Corp.

The Week's Thrill

KYW, Philadelphia, is holding a contest for the best "Thrill of the Week," in connection with the opening of its new studios. First prize is a radio-phonograph combination to be personally awarded by Jack Johnstone, who writes and directs the "Thrill" feature on the Philip Morris programs.

* * *

Finding Gold

SPECIAL edition of its weekly paper called *Dope Sheet* has been issued for summer promotion by WTMJ, Milwaukee. Banner line reads "Gold Is Where You Find It" and the "$200,000,000 spent in Wisconsin" by summer tourists is stressed. A postcard teaser preceded the promotion piece.

* * *

KLZ Drug Store List

FOR drug salesmen and others calling on the trade, KLZ, Denver, has prepared a route list of retail drug stores. The booklet contains a complete list of retail, wholesale, national chain and local chain druggists, with corollary data and street guide. The stores are divided into 11 routes.

* * *

Nightowl Quiz

FROM the stage of a Detroit theatre each Saturday midnight, WJBK broadcasts a series of quizzes of late theatre-goers with cash prizes ranging from $1 to $10.

* * *

WIP Cartoons

CARTOON advertisements of programs on WIP, Philadelphia, have been placed with three local newspapers to run for an indefinte period. Program titles are used as punch lines and the advertisements are run on the day of the show.

* * *

Baseball Tickets

BASEBALL tickets for New York games are awarded by Strauss Stores, New York, for the best letters on thrilling moments in games witnessed by listeners to its daily *Today's Baseball* on WMCA, New York, featuring Bert Lee.

Bathrooms Painted

ILLNO Nu-Enamel Products Co., Chicago, the Illinois division of Nu-Enamel, has appointed Malcolm Howard Adv. Agency, Chicago, to handle its advertising. Six weekly spot announcements are used on WJJD, Chicago, and a sports show following Hal Totten's broadcast of the ball games on WCFL, Chicago. The two listeners sending in the best letters saying why they like Nu-Enamel, are awarded two tickets semi-monthly and furnished transportation to either New York or Detroit depending on where the Cubs or Sox are playing. Twenty-five bathroom paint jobs are also awarded every two weeks.

* * *

WKZO Buy Now

EXPLOITING the results of a co-operative "Buy Now" campaign in Kalamazoo, Mich., WKZO has released a composite sheet of news clippings explaining the effectiveness of a prize contest sponsored by local business men, newspapers and WKZO. Cash prizes of $150 were given for letters on ways to increase employment, keep the worker working.

* * *

A Piece for You

BLOCKS of the material used in deadening the walls of its new studios are being mailed to advertisers and agencies by WEW, St. Louis, with the legend, "We Want You to have a Piece of our New Studios, 3642 Lindell Blvd." WEW has a new RCA transmitter, auditorium studio seating 1,200.

* * *

Tribute to Toscanini

ARTURO TOSCANINI's photograph appears on the cover of a new NBC folder about the maestro, and a facsimile of the conductor's farewell letter to David Sarnoff is tipped in. Three pages are devoted to comments of music critics and editorials which appeared in *New York Times* and *Herald-Tribune*.

* * *

Empty Shop

TITLED "The Little Old Antique Shop", a brochure has been released by CKLW, Windsor-Detroit, telling the story of a poor family in Detroit whose shop was full of antiques, empty of customers. A CKLW newscaster mentioned the shop twice and today it's nearly empty of antiques, nearly full of customers.

FIRST PRIZE in the communications division of the New York World's Fair Motorcade on April 30 went to the float carrying Uncle Don. The conductor of WOR's children's program, driving an old circus wagon, was awarded a plaque by the Fair Parade Committee.

★

WLW SCORES WITH ANOTHER SMASH HIT

"MUSICAL STEEPLECHASE"

In line with the latest trend in successful radio programs, WLW goes out in front again with the "Musical Steeplechase". An audience participation program with all the thrills and glamour of the race track combined with the excellent music of Josef Cherniavsky and his orchestra. A fascinating program in which every member of the air and studio audience takes part.

Heard over WLW and The Mutual Broadcasting System.

A Listener-Tested Program From THE NATION'S STATION

A CLOSE-UP OF THE NEW RCA 833

Every station wants high efficiency—*plus* economy! And here's a tube that gives you both! Two of these RCA 833's, each rated at 500 watts by F.C.C., may be used as final r-f stage in one-kilowatt transmitters.

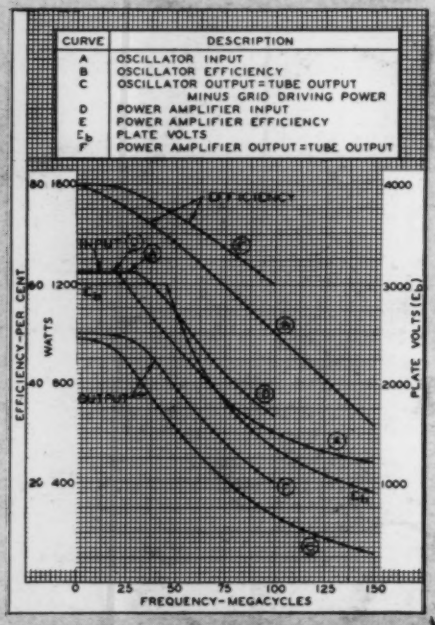
Low in cost, the new RCA 833 gives you more for your tube dollar!

RCA Radio Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J.
A SERVICE OF THE RADIO CORPORATION OF AMERICA

PERFORMANCE that means more for your tube dollar

RESERVE POWER with 100-watt Thoriated T Filament and Tantalum Plate. HIGH EFFICIENCY at HIGH FREQUENCY through short leads and excellent insulation. LOW DRIVING POWER with high mu, high perveance construction. Uniformity with accurate machine-aligned, rigid structure.



RCA 833, $85.00

(picture shows tube in actual size)

• Ask your distributor or send 25¢ to Commercial Engineering Section, Harrison, N. J., for new 192 page manual—TT3—covering technical information on all RCA Air Cooled Transmitting Tubes.

RCA presents the Magic Key every Sunday, 2 to 3 P.M., E.D.T., on the NBC Blue Network.